

Africa	20.25	Asia	20.25	Europe	20.25
Latin America	20.25	USA	20.25	UK	20.25
Canada	20.25	Japan	20.25	France	20.25
Germany	20.25	Italy	20.25	Spain	20.25
Sweden	20.25	Switzerland	20.25	Netherlands	20.25
Belgium	20.25	Australia	20.25	New Zealand	20.25
Portugal	20.25	Greece	20.25	Turkey	20.25
Israel	20.25	India	20.25	Pakistan	20.25
Bangladesh	20.25	Sri Lanka	20.25	Malaysia	20.25
Singapore	20.25	Thailand	20.25	Philippines	20.25
Indonesia	20.25	Maldives	20.25	Brunei	20.25
East Germany	20.25	West Germany	20.25	Poland	20.25
Czech Republic	20.25	Slovak Republic	20.25	Hungary	20.25
Romania	20.25	Bulgaria	20.25	Yugoslavia	20.25
Croatia	20.25	Slovenia	20.25	Albania	20.25
Moldova	20.25	Ukraine	20.25	Belarus	20.25
Latvia	20.25	Lithuania	20.25	Estonia	20.25
Finland	20.25	Sweden	20.25	Norway	20.25
Denmark	20.25	Iceland	20.25	Faroe Islands	20.25
Greenland	20.25	Arctic	20.25	Antarctic	20.25

# FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

Monday September 15 1986

No. 30,032

D 8523 B

Peres to press US for support on peace talks, Page 3

## World news Business summary

### Seventeen die in Greek quake

Seventeen people were killed and up to 12 were still missing after a strong earthquake hit southern Greece. About 300 people were injured and rescue workers were trying to dig survivors out of the rubble of collapsed buildings in the port town of Kalamata.

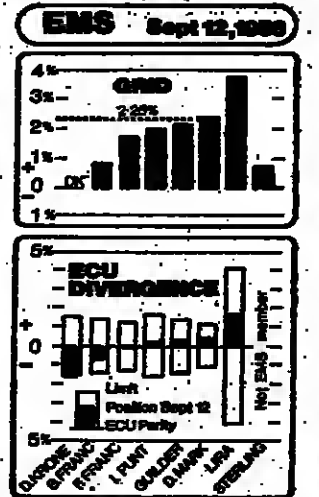
The earthquake, which registered 6.2 on the Richter scale, struck just after dark on Saturday and damaged more than 1,100 buildings.

The executive committee of the Union of Greek Public Employees postponed a strike due to start today, because of the emergency.

### Warning on world futures markets

A NEW warning on the need for greater co-operation in the regulation of international futures markets was made by the Bank of England.

EUROPEAN Monetary System: The D-Mark remained firm to the EMS last week, underpinned by the Bundesbank's decision not to cut its discount rate. However, pressure on the weaker currencies remained tolerable as the dollar showed a sharp recovery against the D-Mark.



### Iraqi diplomat killed

Iraq's deputy consul-general in Karachi, Pakistan, was killed by a car bomb in the second bomb attack on Iraqi diplomats in the city in four months.

### Aquino in US

Philippine President Corason Aquino arrives in Washington today for talks expected to focus on her country's loan repayment terms, trade, and her handling of a leftist insurgency.

### Palestinian shot

An Israeli soldier shot dead a 30-year-old Palestinian woman after she stabbed another soldier guarding a biblical tomb in the occupied West Bank town of Hebron.

### Supertanker hit

The French supertanker *Briseis* was hit in an apparent Iranian attack in the southern Gulf and later anchored off Dubai with two unexploded missiles aboard.

### Anti-Pinochet march

Thousands of Spaniards led by Deputy Prime Minister Alfonso Guerra, took part in an anti-party march in Madrid against the Chilean Government of President Augusto Pinochet, who last week survived an assassination attempt.

### Chain reaction

An estimated 7,000 demonstrators formed a human chain across the borders of Luxembourg, West Germany and France to protest against a new French nuclear plant at Cattenom, Luxembourg.

### Ferry sinks

Rescuers retrieved 20 bodies and 50 other people were missing after a ferry sank in the River Kalahader to southern Bangladesh.

### Separatist attack

Catalan separatists said they planted a car bomb which injured three Civil Guards and a pedestrian in Barcelona, Spain, to protest at the city's candidature for the 1992 Olympic Games.

### Bank bombed

An Arab revolutionary organisation claimed responsibility for a bomb attack on a branch of the British Bank of the Middle East in Christian east Beirut.

### Explosion kills five

Five people were killed and 25 wounded in a bomb explosion in the arrival hall of Kimpo Airport, Seoul, South Korea, starting fears of terrorist attacks on the Asian Games starting in Seoul on Saturday.

### SA schools closed

The South African Government closed 13 black schools, bringing the total closed in the last week because of student boycotts and classroom disruption to 33.

### Prisoners freed

A Polish amnesty which ends today saw the freeing over the weekend of almost all political prisoners.

### Chemobyl 'tomb'

The damaged fourth reactor at the Chernobyl nuclear power station has been 'entombed' in a concrete wall, said Tass Soviet news agency.

## France tightens terror laws after fresh bomb blast

BY DAVID HOUSEGO IN PARIS

THE FRENCH Government of Mr Jacques Chirac yesterday announced a series of tough anti-terrorist measures designed to counter what it sees as a direct challenge to its authority by Arab-backed extremists.

The announcement came as a bomb exploded in a Paris cafe, seriously injuring two policemen, in an attack believed to have been carried out by the same group which planted two other bombs in Paris in the last seven days.

Almost as they struck Mr Chirac announced on radio fresh measures against terrorism, including the requirement that as from today and for a period of six months all foreigners will require visas to enter France, except EEC and Swiss citizens.

At the same time, Mr Chirac announced that the army will be drafted in to tighten control around France's borders. He said that from this morning 1,500 soldiers would be put on border patrol and hundreds of others brought in to reinforce security at airports and border crossings.

These measures were decided at an inner-Cabinet meeting on security that Mr Chirac called yesterday morning. The Government is also believed to have discussed more extreme measures such as getting the secret services to eliminate suspected terrorists.

Mr Chirac confirmed that 'terror' measures had been decided but declined to name them. He said that France would make all those behind a terrorist attack 'pay very dearly, interest and capital... whoever they were and whatever their origin'.

The policemen were injured when called in to inspect a suspect parcel in a cafe, the Pub Renait, off the Champs Elysees. They were apparently trying to remove the package when the bomb exploded, also badly injuring the headwaiter.

The attack is the fourth in the last week - all believed to have been carried out by the so-called 'Solidarity Committee for Arab Political Prisoners'. Yesterday's bomb was the same size as those used in previous attacks. The 'Solidarity Committee' is seeking the release of Georges Ibrahim Abdallah, a Lebanese terrorist, and the past willingness to negotiate their release.

Paris seems to have become the target of terrorist attacks in part because of the terrorists it is holding prisoner, and the past willingness to negotiate their release.

Paris seems to have become the target of terrorist attacks in part because of the terrorists it is holding prisoner, and the past willingness to negotiate their release.

## French budget to centre on public spending cuts

BY DAVID HOUSEGO IN PARIS

MR Edouard Balladur, the French Finance Minister, presents the 1987 budget to the cabinet today. Its main emphasis will be that for the first time in 20 years the Government is cutting public spending in real terms.

The speech on public spending - symbolic of the Government's intention to reduce the state's role in the economy - is being used to help finance cuts in taxation of FFf 27bn (\$3.95bn) and a reduction in the budget deficit of FFf 15bn.

The Government has been much assisted by its budget calculations by the bonus that has come from the delayed effects of falling oil prices and a falling dollar, as well as by privatisation receipts.

With the broad outlines of the budget already known, it is clear that it will come under attack from the Socialists for favouring the well-off. Of FFf 15bn of personal tax cuts, about FFf 8bn will benefit the wealthy, notably through the abolition of wealth tax and the reduction of the marginal tax rate on personal incomes from 65-68 per cent.

The budget provides for total expenditure to rise by 1.8 per cent to FFf 1,064bn, against an anticipated inflation rate of 2 per cent. It assumes that real GDP will rise by 2.5 per cent next year after increasing by about 2.3 per cent in 1986.

Officials describe the overall macro economic effect as being broadly neutral - though Mr Balladur has in the past said it could be mildly stimulative.

The Government has been able to avoid unduly painful cuts in expenditure in part because the delayed effects of falling oil prices have boosted receipts through increased corporate and real personal incomes. It is also benefiting from an FFf 15bn windfall increase in revenue because economic growth this year will be higher than the 1986 budget estimates.

The Government has also been able to finance some FFf 14bn of capital endowments for industry and payments due under the 1982 nationalisation programme from privatisation receipts.

Among the major real prominent cuts in spending are the abolition of some 15,000 posts in the civil service and the reduction in aids and subsidies for industry. But business will also benefit from FFf 12bn in tax cuts.

Mr Balladur has conceded that overall next year's FFf 15bn rise in personal taxation will be offset by the almost FFf 15bn being raised through the recently announced increases in social security contributions. Hence, he announced last week further tax cuts of FFf 10-12bn for the 1988 budget.

The combination of tax cuts and increases in social security charges means that both the highest paid and the low income brackets will be better off as a result of the budget. The total tax and social security burden for middle class households will be higher.

Expressed as a percentage of GDP, taxes and social security contributions will fall marginally next year to 45.1 per cent from an estimated 45.8 per cent this year.

At the same time, the borrowing requirement of the public administration - the Government, the local authorities and the social security and - will return to the 1985 level of 2.6 per cent of GDP after rising to 2.8 per cent this year.

## UK faces lower wages rebuff

BY DAVID BRINDLE AND PHILIP STEPHENS IN LONDON

THE BRITISH Government faces a stinging rebuff to its call for lower pay increases tomorrow when leaders of some local authorities controlled by the opposition Labour Party are likely to offer a wage rise of more than 8.7 per cent more than 10 manual workers, the country's biggest pay bargaining group.

Ministers see the negotiations as setting an important benchmark for the winter pay round. Last week, local authority leaders were summoned by Mr Nicholas Ridley, Environment Secretary, to be reminded of the Government's requirement for the level of pay settlements to fall in line with the drop in inflation to 2.4 per cent.

The move will make the Government's battle to hold down public spending next year to the £143.9bn (\$210bn) agreed by the Cabinet last July even harder.

It now seems clear that Britain's Treasury is struggling to hold spending down to that level as ministers are faced with growing pressure to spend more on health, education and social services ahead of the general election due by June 1988.

Higher unemployment and sizeable increases in public pay have combined to put the spending limit under intense strain.

The Treasury, which is seeking to hold spending constant in real, or inflation-adjusted, terms between the current 1986-87 year and next, has conceded that it will have to reduce drastically its traditional reserve for unforeseen spending.

Bargaining between Mr John MacGregor, the Chief Secretary to the Treasury, and spending ministers could leave the reserve for 1988-89 at perhaps only half the level which has been needed to meet unexpected spending demands in the past two years.

Mr MacGregor is currently engaged in the traditional annual round of bilateral negotiations with spending ministers ahead of the announcement of public expenditure plans for the next three financial years in November's autumn statement.

In July, the Cabinet confirmed a global spending target of £143.9bn for 1987-88, but Whitehall officials say that individual bids from departments add up to some £6bn more than that figure. That is in addition to £2.4bn of extra spending which the Government has already agreed for local authorities. Failure to re-confirm the £143.9bn figure would represent a major retreat by the Treasury and an embarrassment for the Government.

The Treasury appears confident that some of the extra spending bids represent unnecessary 'padding' by departments and can be cut back, particularly since inflation this year will probably turn out below the level allowed for in current plans.

Several other factors, however, including buoyant public sector pay and the continued rise in the unemployment total, point to the need for higher spending. The Department of Health and Social Security, for example, is thought to be seeking around £1bn in additional funds for 1987-88.

## EEC expected to agree sanctions against Pretoria

BY QUENTIN PEEL IN BRUSSELS AND PETER BRUCE IN BONN

FOREIGN MINISTERS of the EEC are likely today to approve a limited package of economic sanctions against South Africa, after the failure of diplomatic efforts to persuade Pretoria to release its political prisoners and embark on genuine negotiations with black leaders.

Britain, West Germany and Portugal all appear to have relaxed their outright opposition to the imposition of any sanctions, although they remain unconvinced of the real effectiveness or justice of such measures.

Diplomats in Brussels believe the likely outcome of today's Foreign Ministers' meeting will be approval for a package along the lines laid down by their heads of government in The Hague last June.

That summit singled out a ban on EEC imports of coal, iron, steel and gold, and a ban on new investment by Community companies in South Africa, as appropriate measures, if diplomatic moves failed.

The Bonn Government is now in the uncomfortable position of holding the key to the outcome of today's talks, and may well argue for coal imports to be taken out of the package. That would provide Chancellor Helmut Kohl with the necessary gesture he needs to give his coalition partner Mr Franz-Josef Strauss, leader of the Christian Social Union (CSU) and a staunch opponent of sanctions.

Mr Hans-Dietrich Genscher, the German Foreign Minister, is understood, unlike Mr Strauss, to believe that some form of sanctions is inevitable.

Mrs Margaret Thatcher, the British Prime Minister, promised other member states of the Common-wealth in August that she would not oppose any decision of the other 11 EEC member states.

Sir Geoffrey Howe, the British Foreign Secretary, is also currently in the chair of the EEC Council of Ministers, and is therefore more constrained than usual to seek to promote a Community consensus.

Portugal is probably the most opposed to sanctions, influenced by the presence in South Africa of more than 500,000 Portuguese nationals, most of whom can vote in Portuguese elections. They might even threaten the political stability of Portugal if the South African situation deteriorated.

However, the Portuguese Government, which also has continuing links to Angola and Mozambique to consider, is unlikely to hold out alone against a consensus of the 11 other EEC members, diplomats believe.

Today's meeting has the job specifically of reviewing developments in South Africa since The Hague summit, which set a three-month deadline - expiring on September 27 - for action to be taken.

Sir Geoffrey Howe will have to report formally on his abortive mission to South Africa in July, when he had the task of persuading the South African Government to release its political prisoners, including Mr Nelson Mandela, and lift the ban on political parties like Mr Mandela's African National Congress.

The second aim of The Hague summit was to co-ordinate any measures taken by the Community with other industrialised countries like the US and Japan. Diplomats now accept that such a common front cannot be brought about immediately.

## Call for retaliation over Daniloff case

BY STEWART FLEMING IN WASHINGTON

SENATOR Richard Lugar, the influential Republican who heads the Senate foreign relations committee, called yesterday for the Reagan Administration to retaliate against the Soviet Union in order to pressure Moscow into allowing US journalist Mr Nicholas Daniloff to return to the US.

He demanded that there should be no US/Soviet summit or discussion of a summit while Mr Daniloff is still held in the Soviet Union.

Senator Lugar also took issue with Mr John Whitehead, US Deputy Secretary of State. In an earlier televised interview Mr Whitehead said that even if the Soviet Union did not set Mr Daniloff free, next week's planned meeting between Soviet Foreign Minister Eduard Shevardnadze and US Secretary of State George Shultz should go ahead with the Daniloff case as only one of the topics on the agenda.

But Senator Lugar, while expressing confidence that Mr Shultz would stick to the firm line he has stated, said that if next week's meeting of the two foreign ministers does take place 'the agenda... should be Daniloff alone'.

## Gatt's gamblers lose first round to hotelier

By Ivo Dawson

TWO MAJOR negotiations are under way this week in Punta del Este, the modest Uruguayan holiday town that is to the South Atlantic in September what Blackpool, England, is to the northern half of the ocean in March - rain-swept, windy and near-deserted.

Almost certainly the most important talks are those of the 92 delegations and 50 government ministers meeting to discuss the future of world trade.

But running twin-track - to use the jargon of the General Agreement on Tariffs and Trade - are negotiations between Uruguayans, diplomats and Senora Yolanda Merlo, formidable proprietress of the San Rafael Hotel, hub of the conference.

Mrs Merlo is believed not to be as obsessively interested in such matters as voluntary restraint agreements or rollbacks and standstills as her 1,000-odd guests. She is, however, proving to be a tough negotiator over the terms of her contract with the Government.

Much in the manner of a Blackpool landlady, Mrs Merlo is someone who knows her rights and stands by them. And when a large phalanx of the Gatt secretariat arrived two days earlier than expected, she insisted that they were contracted only to take up their rooms at 12.00 hours on September 12 - and stuck vigorously to her guns.

Infinite diplomatic guile and the whole weight of the Uruguayan foreign service failed to persuade her to change her mind.

"Sometimes the Foreign Minister himself has managed to bring a dialogue with her, but for the rest of us it is a monologue," one experienced official revealed.

This kind of hard-headed negotiating stance, filled with learned references to contractual obligations, sub-clauses and articles, is something to which the Gatt countries are preparing to dedicate their week. And it is widely predicted that many signatories intend to follow their hostess's example when dealing with strong-arm pressure from the US.

Appropriately, the centre of this political poker game is in the San Rafael's casino, a splendid mock-burlesque gaming room, usually rented by the lady hotelier to the Economics Ministry on equally fiercely bargained terms.

This weekend it was clear that the stakes in both sets of negotiations are extremely high. For the free traders, the question is a clear cut issue of how to set about saving the world economy from a proto-

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## OVERSEAS NEWS

## Free market faith guides French Finance Minister

BY DAVID HOUSEGO IN PARIS

"FOR years the French economy has been doing less well than the rest of the world," says Mr Edouard Balladur, the French Minister of Finance who presents his first budget to the cabinet today. "But I think that the trend is now being reversed. Next year we shall achieve the average of the eight major European economies in terms of inflation and growth."

After a long period in which French finance ministers have preached austerity, Mr Balladur is the first to take the risk of bringing tidings of good news. "There have been several signs of improvement in recent months," he says. In contrast to the gloomy picture he painted in May.

The other message that Mr Balladur brings is that the Anglo-Saxon world has failed to grasp the magnitude of the shift in France away from a state-run dirigiste system to a more free-market economy. "I don't think there is an appreciation in Britain that we have undertaken one of the most extensive and thorough-going free market programmes conceived by the western governments in recent years," he says. To support this he points to the battery of government measures over privatisation, the freeing of exchange and

price controls, the cutting of public expenditure and the encouragement of labour market flexibility.

A disciple of de Gaulle, Mr Balladur speaks with that historic self-assurance of a France that has always been tempted to place its own affairs at the centre of the world's. Most foreign observers are more sceptical, believing that such claims under-estimate the initiatives of the previous Socialist administration, the ingrained habits of the French, and the changes that have also been taking place beyond France's frontiers.

As an advocate of free market politics, Mr Balladur is something of a gamekeeper turned poacher. He has spent much of his career as an eminent "servant of the state." He graduated brilliantly from France's elite Ecole Nationale d'Administration (ENA), was an adviser to Mr Georges Pompidou when the latter was Prime Minister, and then was Secretary General at the Elysee when Mr Pompidou was President.

In the last year keeping from the world the news of Pompidou's final illness. He is a moralist who values intelligence, what charmed about Mr Pompidou was his speed in dissecting a problem. He also retains a public



Mr Balladur sees signs of improvement in economy

servant's wariness of the ethics of business. But the anarchic explosion of the student riots of May 1968 convinced him that the dirigisme by which post-war France had been reconstructed was no longer applicable.

He later spent 10 years in the private sector — as chairman of two subsidiaries of CGE, the electronics group. This reinforced his view that industry must take responsibility for its own affairs. "You can't have company presidents who ask the

state to take decisions they should take themselves," he says.

Mr Balladur's philosophy now is that the government must reduce the taxes and social levies that have weighed heavily on French industry while giving it more freedom from administrative restraints.

But his free market faith is tempered, says an industrialist who knows him well, by his pragmatic instincts. He confines himself to the limits of what is possible.

Thus, ask Mr Balladur whether the Government will embark on the more far-reaching reforms needed in the social or education systems, and he replies: "We are not there yet... We cannot do everything at once... Public awareness is growing, but we do not want to stir unnecessary concern."

Mr Balladur, 57, is one of the most powerful men in the Government, with a finance ministry that spans privatisation and external trade, and with a role as deputy Prime Minister.

He carries a knowledge of the corridors of power and an air of effortless superiority, both contributing to his reputation as the "Cardinal." This initial dates both his own civil servants and ministers.

Hence the curious paradox of an authoritarian who is at the

same time a liberal, and a Gaullist who is a radical.

Until he was named Finance Minister, Mr Balladur was virtually unknown to the French public. He remained in the shadows until last week when a spate of articles about him appeared in the French press and he allowed himself to be interviewed in a television programme. Although he has accommodated well to power, he seems to be uncomfortable with the public spotlight.

He drew close to Mr Jacques Chirac, the Prime Minister, in 1983 after helping to persuade him that "exhibition" (with the socialist President Mitterrand) could be made to work and could provide an opportunity for bringing to an end the "sterile" political quarrels that have divided left and right in France.

He has also been influential in converting Mr Chirac to more free market views and towards closer links with the rest of Europe.

His Gaullist attachment to maintaining a social consensus comes through in the priority he gives to using privatisation to develop popular share ownership in France. "One of the evils we suffer from in France is that the capital of companies is not sufficiently widely spread," he says. He sees privatisation

as an opportunity to make the French interested in part ownership in their companies and to familiarise them with the mechanisms of the market.

Mr Balladur believes peace can be maintained on the labour front. He feels wage restraint, which has been about France with a major competitive advantage, is not endangered. "I think we can hold the line on wages," he says. "We shall continue to do so next year in the civil service and in related public sector employment. It is essential for our continuing recovery that wages rise normally and do not jump suddenly."

Even with 2.5m people unemployed, over 10 per cent of the workforce, Mr Balladur says he is not pessimistic about unemployment recovery that industry next year will create more jobs than it destroys. And he adds that it is wrong to be fatalistic about unemployment. "All western governments are a bit inhibited about growth," he says. "We have suffered from inflation and indebtedness, and we must remain realistic. But we must also give some drive to our economy."

He sees his Budget today as a step in that direction.

## Paris asks banks for privatisation proposals

By David Housego in Paris

THE FRENCH Government expects to decide by the end of this month which French and international banks it will call in to advise it on implementing the first three privatisations.

The French Treasury sent telegrams last week to 80 banks — including 12 British, 16 American, four West German and four Japanese — asking them to submit proposals by Wednesday. The short time is because the Treasury has already had discussions with most of the banks individually and thus has an idea of what they can offer. The Treasury intends that the banks chosen as advisers for the privatisation of Saint Gobain, the glass and engineering group, Paribas, the investment bank, and Assurances Generales de France (AGF), which will be lead managers or runners-up in the banking syndicates to be put together to launch the shares.

The banks are being asked to adjust their fees in the light of this and the prestige of the operation.

Mr Edouard Balladur, French Finance Minister, has said that he would like to complete one operation before the end of the year. But it is clear that the timing of the three privatisations will depend on market conditions.

The Treasury is asking the banks to advise on:

- Assessing the value of the groups;
- Floating their shares on the French market;
- International negotiations for up to 20 per cent of the shares reserved for foreigners.

The Treasury says that banks can apply to advise on one or more of the tasks — leaving the possibility that the Government will have more than one adviser for each operation.

For the international placement, the Treasury is looking for banks which could develop a secondary market in the shares. It wants to avoid the "slow-back" effect which occurred with British Telecom when the shares marketed in the US soon found their way back to British institutions.

On the French market, it is looking for advice on developing a stable share ownership for each of the groups so as to avoid disruption to the management. All three groups already have ideas on the type of shareholding they would like.

The market capitalisation of the three groups is about FFY 300m-550m (£30m-55m). But already up to 25 per cent of the shares of each are effectively in the hands of the public.

Editorial comment, Page 18

## Party vote threatens Austrian coalition

BY PATRICK BLUM IN VIENNA

DR NORBERT STEIGER, Austria's Vice-Chancellor, lost the leadership of the small right-wing Freedom Party at the party's congress this weekend in a move which threatens to topple the Socialist-led coalition government.

The Freedom Party elected Mr Joerg Haider, the youthful and charismatic leader of the party in the province of Carinthia and a strong critic of the coalition, as its new national leader. Mr Haider is regarded as staunchly right-wing and is viewed with deep suspicion by Socialists.

The Freedom Party is deeply split between a liberal wing led by Dr Steiger and a pan-Germanist right-wing represented by Mr Haider. The conflict between the two wings has been exacerbated as the party has fared increasingly badly in the polls. Mr Haider has been waging a long campaign against Dr Steiger whose leadership, he said, was threatening the party's survival.

Mr Heinrich Keller, the

Socialist Party spokesman, said that in the next few days his party will be watching whether the Freedom Party intends to maintain its liberal orientation and assess whether the coalition can be maintained.

Failing an agreement with the new Freedom Party leader over the party's attitude to the coalition and over government jobs — the Freedom Party has three ministers including Dr Steiger and three secretaries of state in the government — the Socialist Party will have no alternative to calling early general elections.

These could conceivably take place in November rather than in April next year when they are due. Neither party stands to gain from early elections and this may encourage compromise between them despite their political differences.

The Freedom Party, with only about 5 per cent of the vote, has been in a coalition with the Socialists since the 1983 general elections when the Socialist Party lost its absolute majority in Parliament.

## GM to lift prices of 1987 cars

By William Hall in New York

GENERAL MOTORS, the world's biggest car manufacturer which recently unveiled its cheapest ever financing programme to reduce stocks, plans to increase the prices of its 1987 models by 2.5 per cent.

The price increase reflects the partial recovery of material, labour and other manufacturing costs, it said.

The price rises mean the cost of a Chevrolet four-door sedan will increase by \$250 to \$7,449 and the Oldsmobile Cutlass Supreme will cost \$11,350, an increase of \$450.

The increases follow a 3 per cent rise in GM car prices in 1986. Chrysler, the smallest of the big three US car makers, has indicated that it will raise the price of its 1987 models by less than 2 per cent.

News of GM's 1987 price increases comes only weeks after the company announced it was offering 2.5 per cent financing or rebates of up to \$1,500, in order to reduce its stock of unsold 1986 models.

## Poles hope amnesty will boost Western ties

Leslie Colitt on the freeing of Warsaw's political prisoners

POLAND'S second political amnesty in two years saw the freeing at the weekend of nearly all the remaining political prisoners.

Hopes were raised that the release of the 225 political detainees would improve Poland's strained relations with Western countries.

The Warsaw Government badly needs fresh credit from the West, and the Polish leader, General Wojciech Jaruzelski, wants to visit Italy on his first state visit to a North Atlantic Treaty Organisation (Nato) country.

The US welcomed the results of the amnesty, noting that it would make possible the lifting of the remaining political and economic sanctions against Poland.

They were imposed after martial law was declared in December 1981 and the Solidarity trade union was banned.

The wide-ranging amnesty also sparked hopes it might help to heal the rift between the government and the many Poles who supported Solidarity.

A spokesman for the Polish Roman Catholic Church said the expectations and wishes of

the episcopate had been fulfilled by the amnesty.

Poland's last amnesty in 1984 led to the freeing of 650 political prisoners. But many were subsequently re-arrested and sentenced for engaging in alleged anti-state activities.

The most prominent of the Solidarity underground activists released at the weekend was Mr Wladyslaw Frasyniuk who was serving a 14-year prison term for leading a strike call.

The Italian Government indicated earlier that if he was let out, the chances would greatly improve for a visit to Rome by Gen. Jaruzelski.

Mr Zeligiew Bujak, the imprisoned leader of underground Solidarity, was released on Friday. He had managed to elude capture for more than four years until his arrest last May.

Mr Bujak said after his release that he did not know whether underground resistance was still necessary but indicated it would not be if

Solidarity was able to function openly.

Mr Lech Walesa, Solidarity's leader, expressed "great satisfaction" over the releases but added that only if the government permitted "plurality" would there be no political prisoners in the future.

Gen Jaruzelski, in a recent interview with the Hungarian media, ruled out political pluralism in Poland but said alternative views such as those of the Church would continue to be respected.

Mr Caslaw Kinsch, Polish Interior Minister, said late last week after announcing the release of the political prisoners, that most of those freed would "not be partners for an understanding" in Poland.

He called the total amnesty a sign of the "stabilisation" of the political situation and a gesture towards the Church. The Polish Church had negotiated with the authorities until the very last to obtain the release of all political detainees.

Much will now depend on

what role the Church will play in a recent proposal by Gen Jaruzelski for a consultative council which could include Roman Catholic laymen representing the opposition.

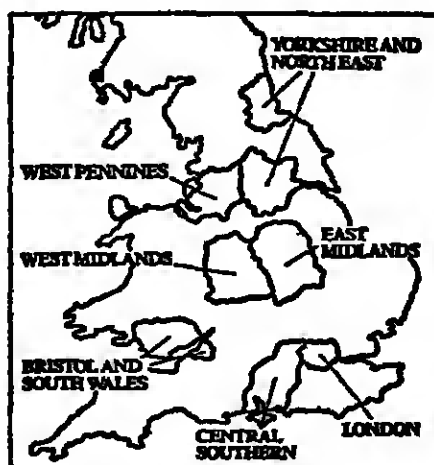
Several prominent Catholic laymen have said the government's offer stood little chance of being taken up unless the entire opposition could elect the persons representing it.

Even the most moderate Catholic opponents of the Government insist it must now begin a genuine dialogue with the population. A first step in this direction, they say, would be to place the Government's attempted reform of the ailing Polish economy under "social control".

**Venezuela debt law**

The Venezuelan Chamber of Deputies voted, as expected, to repeal the Fococana (Foreign Exchange Compensation Fund) law for private-sector foreign debt payments, signed into law only two months ago. The law would have allowed the government to issue 15-year foreign currency bonds for \$6.9bn (£4.6bn) private-sector debt at 5 per cent interest rate.

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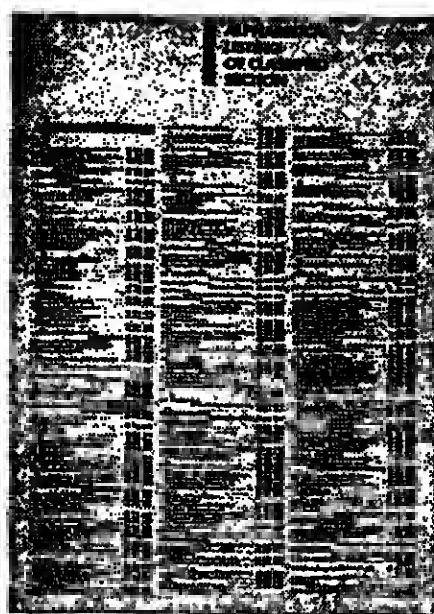
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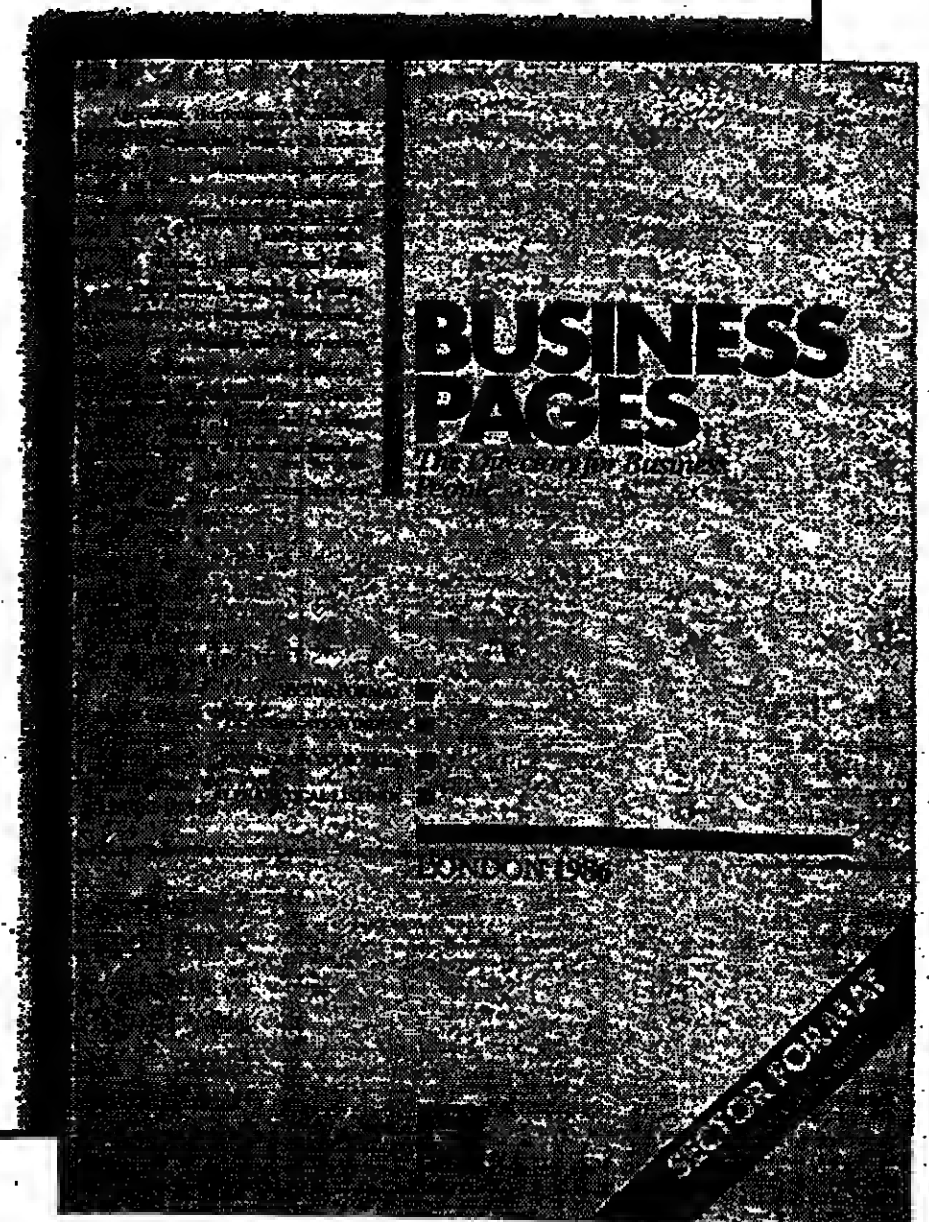
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## OVERSEAS NEWS

# Seoul bomb blast raises fears for Asian Games

A BOMB blast in the crowded arrival hall of Kimpo Airport, in Seoul, South Korea, yesterday killed five people and wounded 26, Reuters reports from Seoul.

The incident fanned fears that terrorists would try to sabotage the Asian Games starting next Saturday and police said they were investigating whether North Korea was involved in the explosion. Police said the explosion was caused by a bomb in a rubbish bin near a terminal gate. No foreigners or athletes were hurt.

Kimpo was busy over the weekend with sportsmen and officials from 28 nations flying into Seoul for the games. The Japanese foreign ministry, citing reports from Tokyo's embassy in Seoul, said the bomb was believed to have been detonated electronically. Witnesses said they saw three people blown through massive plate glass windows by the force of the explosion.

Within minutes a large force of anti-terrorist troops rushed to the scene and cordoned off the airport's international terminal. No arrests were reported.

For weeks South Korean authorities have expressed concern about the possibility of a North Korean attack on the games, determined not to permit the propaganda victory the

South would win by successfully staging the games, might try to sabotage the games. The two Koreas have remained bitter enemies since the 1950-53 Korean War.

The Government said yesterday's blast appeared to be similar to one in October 1985 in Rangoon, which killed 17 South Korean officials, including four cabinet ministers, who were accompanying President Chun Doo Hwan on a visit to Burma.

Pyeongyang denied involvement in the attack but Burma convicted two North Korean military officers of carrying it out.

A force of 100,000 police has been put on high alert throughout South Korea. Security around the games facilities is overwhelming, with three separate steel barriers fencing in the residents of the Athletes' Village.

Many of the 6,000 foreign sportsmen and officials expected for the Asian Games have already taken up residence in the village, including a 14-strong party from China, a staunch ally of North Korea.

In addition to the perceived threat of terrorism from North Korea or elsewhere, South Korean authorities are taking steps to ensure that the games are not disrupted by "commandos" to disrupt the games.

## Indonesian oil and gas income 'may be halved'

By John Murray Brown in Jakarta

THE COLLAPSE in world oil prices was behind the 45 per cent devaluation of the Indonesian rupiah, Finance Minister Mr Radjasa Prawiro said over the weekend.

In the most pessimistic projection to date, Mr Prawiro said oil and gas receipts, which account for 70 per cent of Indonesia's official export earnings, could fall this year to \$6.2bn (\$4.4bn), down from \$12.44bn in fiscal 1985/86.

By increasing these revenues in rupiah terms, the devaluation, the first since 1982, will substantially relieve the current account deficit now running at an estimated \$3bn, the minister said.

A World Bank report in June predicted a deficit of \$5bn in fiscal 1986/7 if strong action was not taken. The devaluation announced by the country's central bank after close of business on Friday has left the rupiah trading at 1,630 against the dollar.

The likely saving on the current account could provide the spur for growth through increases in public spending at the cost of only minor increases in inflation, according to one economist.

## MIDDLE EAST PEACE CONFERENCE PLAN

## Peres to press for Reagan backing

By Andrew Whitley in Jerusalem

MR SHIMON PERES, the Israeli Prime Minister, is expected today to press President Ronald Reagan, at a meeting in Washington, to endorse the setting up of a preparatory committee for a Middle East peace conference.

Over the weekend, opposition to such a conference—agreed at last week's Alexandria summit between Mr Peres and President Hosni Mubarak of Egypt—surged in both Washington and Jerusalem.

In Jerusalem, the right-wing Herut Party headed by Mr Yitzhak Shamir, issued a statement saying it remained opposed to both an international conference and to withdrawal from the Israeli-occupied West Bank and Gaza Strip territories.

But with Mr Shamir due to take over from Mr Peres as Prime Minister in a month's time, the reaction of Herut and the rest of the Likud bloc has been relatively restrained.

Mr Shamir has made clear he does not consider the statements made in Alexandria by the Israeli or Egyptian leaders as binding on himself.

Mr Peres is, nevertheless, trying to convince a sceptical US Administration that going along with preparations for an international peace conference could be advantageous for US and Israeli Middle East policy.

On the critical question of participation by the Soviet Union in a preparatory com-

mittee—the idea first raised two months ago by Mr Mikhail Gorbachev, the Soviet leader—Mr Peres is sanguine that this need not come to pass.

Speaking at Ben-Gurion airport shortly before his departure for Washington yesterday, he said he was doubtful Moscow would be able to meet Israel's two pre-conditions for participation: resumption of diplomatic relations, and the opening of the Soviet Union's doors to large-scale Jewish emigration.

The other obstacle, uncoordinated in Alexandria during Mr Peres' talks with President Mubarak, remains that of possible Palestinian participation in the preparatory committee.

Disagreement on the subject blocked the inclusion of a formal call for the international conference in Friday's joint communiqué.

Back from Egypt, two of Mr Peres' closest aides, Mr Avraham Tamir and Mr Ezer Weizman, have expressed disappointment that "a great opportunity" had been missed by the two countries to achieve a substantive breakthrough on the Palestinian question.

President Mubarak is believed to have pressed the Israeli Prime Minister hard at least to accept the term "Palestinian national rights"—a weaker phrase than the usual "self-determination"—within the context of a Jordanian-Palestinian confederation.

But this was apparently too much for Mr Peres, keenly aware of the Likud breathing down his neck.

Rejecting Likud criticism on the proposed international con-

ference, Mr Peres argued yesterday that he had already won approval last year from the Knesset, Israel's Parliament, for the concept.

On certain conditions, there was complete understanding between Israel and the US on the need to accompany direct peace negotiations with an international forum, the Israeli Prime Minister claimed. But he acknowledged "a great many difficulties" in the way of preparing such a conference.

Apart from discussing the Middle East peace process, Mr Peres is also expected to raise the number of economic issues during his meetings in Washington this week with US officials.

These include Israel's desire for approved access to US research and development funds and encouragement for American investment in Israel, currently very low.

By coincidence, four top Israeli Government ministers are at present on official visits to the US. Apart from the Prime Minister they are Mr Yitzhak Rabin, the Defence Minister, Mr Moshe Nisim, Finance Minister, and Mr Ariel Sharon, Industry and Trade Minister.

Mr Rabin's discussions are concentrating largely on the future of Israel's controversial Lavi fighter project, funded by the US.

Editorial comment, Page 18

attacked Palestinian refugee camps in Lebanon only hours before the summit convened. Syria and Libya branded President Mubarak a "traitor". In Damascus, the official daily Tasir said: "Mubarak will fall... treason and capitulation will never have a future as long as our (Arab) nation is alive."

In Cairo, the semi-official al-Ahram publication warned against wasting further opportunities for peace.

## White House may lobby Congress to help UN

By Nancy Dunne in Washington

PRESIDENT REAGAN, a one time critic of the United Nations, is expected to urge Congress to bail that organisation out of a worsening financial crisis.

According to a report in the New York Times, the President may ask Congress to restore part of the \$149m it proposes to cut from its contribution to the UN, due next month.

Under a previous agreement, the US is supposed to pay 25 per cent of the UN's budget each year. However, if proposed cuts are adopted, the American contribution would fall to 7 per cent, and the US would lag behind the Soviet Union, Japan and West Germany.

The Administration has reportedly come to value the organisation which one of its officials once invited to relocate elsewhere. It has been alarmed by threats to the UN posed by the Turkish Cypriots and the role of the peacekeeping forces in Lebanon.

According to the New York Times it is reluctant to give up the leadership role in the organisation it once scorned.

## Iraqi envoy murdered

Iraq's deputy consul-general in Karachi was killed yesterday in the second bomb attack on Iraqi diplomats in Pakistan's biggest city in four months, Reuters reports from Karachi.

Police said Mr Nathal Abdul Salam Abdul Latif died when a bomb exploded in his car as he drove to work in the smart Defence Housing Society suburb. Four months ago a

bomb was placed under the car of another Iraqi consul official in Karachi, Mr Rasheed Jassem, the Iraqi embassy said. But the device fell off and exploded harmlessly.

No claim of responsibility was received for yesterday's attack. The Iraqi embassy blamed Iran but the Iranian embassy dismissed the charge.

## Aquino in bid to boost backing for economy

By Stephen S. Butler and Samuel Senoren in Manila

Mrs Corason Aquino, the Philippines' President, arrives in the US today at the start of a 10-day state visit aimed at strengthening ties with the Reagan Administration and boosting support for the Philippines' struggling economy.

The visit will be Mrs Aquino's first to the US since she came to power in February following a military coup against the government of President Ferdinand Marcos supported by a popular uprising. It will be her first meeting with Mr Reagan.

She is expected to receive a thunderous public welcome in the US owing to the intense public interest surrounding her rise to power in February, and the ousting of Mr Marcos, who had been in power for 20 years.

The visit comes at a time when, despite the fact that Mrs Aquino's Cabinet has become increasingly public.

Mr Juan Ponce Enrile, the Defence Minister, has been openly critical of Mrs Aquino's conciliatory policies towards Communist insurgents, and verbal sparring matches have erupted with other ministers.

Reagan Administration officials have also recently been quoted expressing concern over Mrs Aquino's handling of the insurgency, and the issue is likely to come up when the presidents meet on Wednesday.

Communist rebels called yesterday for the military to withdraw from villages as a condition for a ceasefire and rejected any immediate truce "intended to be used as a bargaining chip" in Mrs Aquino's Washington talks.

Mrs Aquino has reached

ceasefire agreements with Muslim separatist rebels on the island of Mindanao, in the southern Philippines and with a group of insurgent rebel tribesmen led by a former Roman Catholic priest in the northern Cordillera mountain region.

Mrs Aquino has said in Manila however that she would be ready to explain her policies to Mr Reagan and that the Communist insurgency is a matter for Filipinos to resolve. Mr Reagan's support for the new government has been perceived as lukewarm in the Philippines.

The Philippines president is expected to address a joint session of the Congress and will also address the United Nations.

She will hold crucial meetings tomorrow with commercial bank creditors of the Philippines as well as representatives of the International Monetary Fund and World Bank, in an attempt to obtain improved terms on the Philippines' \$2bn of foreign debt.

Bankers and investors will be encouraged to participate in a programme to convert some of this debt to equity.

Early last month, the Philippines reached agreement with the IMF for a package of \$500m in new foreign borrowing coupled with an expansionary domestic economic programme which the Government hopes will restore economic growth by the end of this year.

The steep slide in the Philippines economy, which contracted by 10 per cent in 1984 and 1985, continued in the first half of this year, with Gross Domestic Product sinking by another 2.33 per cent.

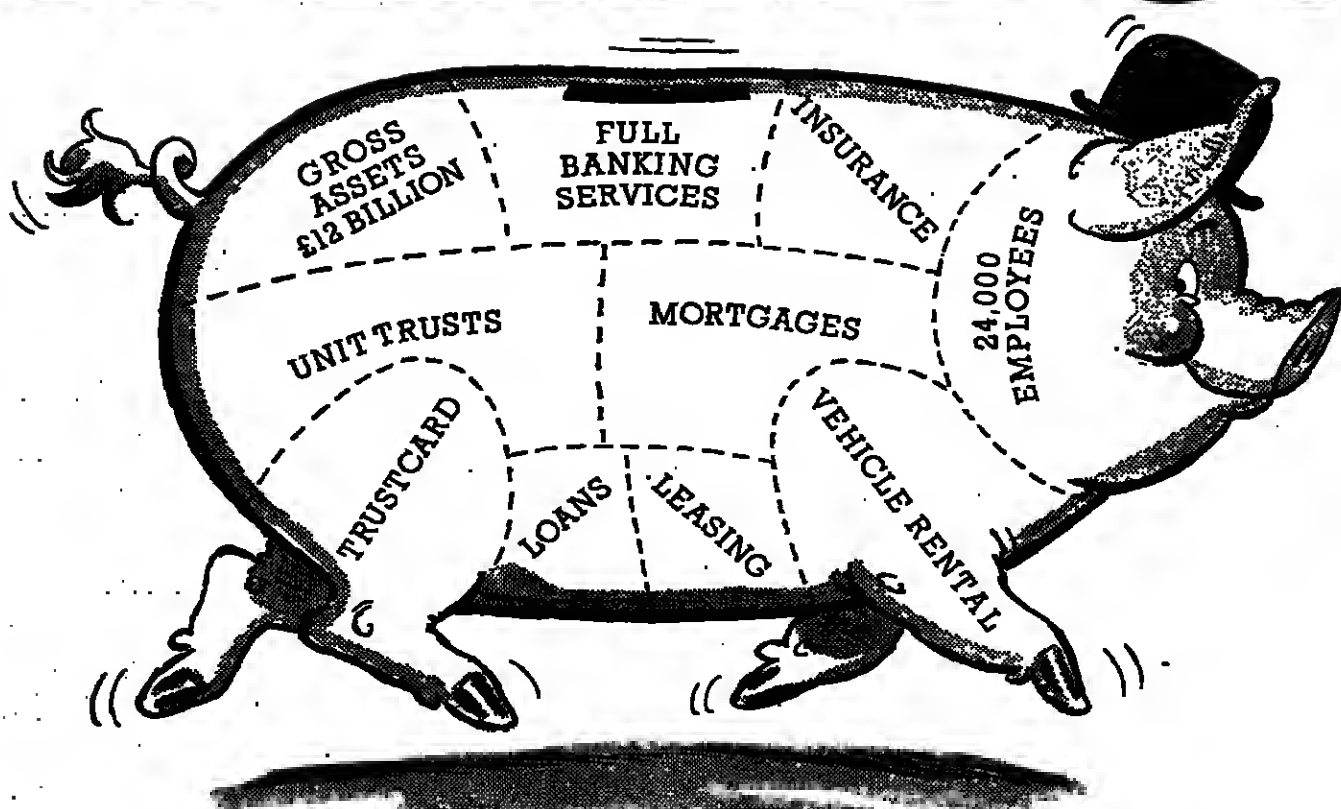
## Nicaragua offered loan

Nicaraguan President Daniel Ortega said yesterday that China had offered his country \$20m in soft loans for foodstuffs and other items, but declined to say if military equipment was included in the deal, Reuters reports from Peking.

East European sources said they thought it unlikely that Peking would have offered any military aid.

Mr Ortega arrived on Thursday for his first visit to China since Nicaragua switched diplomatic recognition from Taipei to Peking last year.

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## WORLD TRADE NEWS

## Brussels set to move on Washington trade row

BY QUENTIN PEEL IN BRUSSELS

TEMPORARY truces in two highly-sensitive and potentially damaging trade disputes between the EEC and the US came up for ratification today and tomorrow by the Community's Ministers of Agriculture and Foreign Affairs.

Neither decision is likely to be straightforward — but any delay in endorsing the peace agreements reached by negotiators from Brussels and Washington during the summer is likely to sour their relations at a critical moment.

It coincides with the opening of the talks on a new trade round in Punta del Este, Uruguay, where both trading powers are hoping to present a reasonably co-ordinated position.

The most difficult decision is likely to be the Farm Ministers' on approving the deal to guarantee a minimum level of US sales of cereals, principally maize and sorghum, to the Community following Spanish membership last January 1.

The Ministers must sanction a system to reduce EEC levies on imports of US grains if sales fall below a monthly level of 294,000 tonnes between July and December.

Although the Ministers are not thought to oppose the deal in principle — it was sanctioned by their officials in July — there is still a squabble about which member-states will benefit from any resulting cheaper imports. Spain argues that it should

import the lion's share, as it is traditional Spanish imports which are being replaced. Italy and Greece want a promise that they will get some of the cheaper animal feedstuff.

The other deal to be ratified by Foreign Ministers is the agreement to call off hostilities relating to EEC citrus imports and US pasta imports.

Several member-states still have to make their positions clear on the agreement reached by Mr Willy de Clercq, the EEC Trade Commissioner, and Mr Clayton Yeutter, the US Trade Representative, in the middle of the August holiday.

Neither official will be around to defend it, because both are in Uruguay.

## SHIPPING REPORT

## Shipowners show renewed confidence

By Kevin Brown

THE renewed confidence of shipowners in the future of the tanker market was reflected in increased orders for new buildings last week, notably the \$100m (587m) order for four 145,000 tonnes deadweight Suez-Mex crude carriers placed by Gotas-Larsen of Bermuda.

Brokers said a combination of factors such as the rapidly ageing world tanker fleet, continual scrapping of older tonnage and a favourable financing outlook appeared to have persuaded owners that the time had arrived to invest.

Rates continued firmer in the dry cargo market, remaining at around \$12-\$12.50 a ton for grain shipments from the US Gulf to Japan in Panamax bulk carriers — 60,000-80,000 tonnes deadweight ships able to go through the Panama Canal.

Brokers said Panamax fixtures from the US north Pacific coast to Japan had reached \$8.50 a ton for October and \$7.50 for November. Time charter rates for Atlantic/Pacific round voyages remained at about \$4,000 a day for Panamax ships.

## Active area

In the tanker market, the Middle East Gulf was the most active chartering area, with inquiries for vessels of all sizes from 60,000 tonnes up to ULCCs (ultra-large crude carriers).

Brokers said rates had been maintained despite fears that the market would weaken because of the reduction in loadings from Middle East terminals.

Elsewhere, inquiries from West Africa were said virtually to have dried up, while demand for Mediterranean tonnage was intermittent.

Brokers said there was renewed confidence in continuing business from the eastern Mediterranean, however, and rates were expected to firm shortly.

Openings for tonnage from the North Sea terminals were said to be "fairly limited."

The firmer trend in freight rates and the improvement in the tanker market were reflected in the sale and purchase market, where the recent upturn in ship values was maintained.

## UK COMPLAINT FOLLOWS FURIOUS LOBBYING

## EEC probes Greek cement subsidy

BY QUENTIN PEEL IN BRUSSELS

THE EUROPEAN Commission has confirmed that it is investigating British complaints about unfair Greek subsidies of cement exports, and that it has raised the question with Athens "at the highest level."

The complaint to Brussels follows furious lobbying by the British cement industry, and other manufacturers in Europe, at preparations being made by Greek exporters to enter the lucrative British market.

However, Commission officials point out that Greek export subsidies can only be disallowed if there is evidence of unreasonable disruption of trade flow within the Com-

munity — and so far not a tonne of Greek cement has been sold in the British market.

The Commission is also considering a different question of whether Greek cement manufacturers, such as Heracles and Titos, the two largest, have been granted subsidised electricity costs and reduced interest rates on loans.

If that is so, as alleged by the British manufacturers, such state aids might well prove to be illegal under EEC competition law.

The Greek Government is allowed to provide some export subsidies until the end of the current year, under the terms

of its balance of payments adjustment programme agreed, in return for a Ecu 1.75bn (£1.2bn) loan from Brussels, last November.

Greece was granted a further one-year delay — to next January 1 — in introducing value added tax. VAT would be reimbursable for exports, and instead Athens can continue to reimburse Greek manufacturers the alternative indirect taxes they are still paying.

The implementation of Greece's balance of payments programme is currently being examined by the European Commission, before the second

Ecu 575m tranche falls due for payment this November.

Officials will naturally be concerned to see that the Greek Government has abided by the terms of the loan. They say that no formal application for an extension of the VAT delay and subsidy regime has yet been received.

The specific British complaint about cement exports was raised by Commission officials with Mr Yannis Papantoniou, Greek State Secretary for Finance, at the meeting of EEC Budget Ministers last week, a Commission spokesman said.

## Egypt in pacts to upgrade historic hotels

BY OUR CAIRO CORRESPONDENT

EGYPT HAS signed agreements with a number of foreign companies to upgrade some of its most famous hotels, including Shepherd's in Cairo and the Cataract at Aswan in Upper Egypt.

The agreements reflect the determination of Dr Fouad Sultani, the new Tourism Minister, to improve standards at government-owned hotels.

A Danish-owned management company has been awarded a contract to revamp Shepherd's and also Alexandria's Palestine Hotel. It plans to spend \$12m (£8.1m) on the two hotels.

Under the terms of the management agreement, the

Scandinavian Management Company will share profits with Egypt after the fourth year of operation. Meanwhile, it will pay a rental fee for operating these two historic hotels.

The Egyptian Hotels Company, which operates most of the country's famous hostels, has been losing money for years.

Mr Baheldin Nasr, newly-appointed chairman, said the company was having difficulty servicing loans amounting to some E£27m (£13.5m) to the National Investment Bank.

"We want the private sector whether foreign or Egyptian to manage all the hotels," Mr Nasr said. Many of Egypt's old

hotels came under the Government's control following the 1956 nationalisation policies of President Gamal Abdel Nasser.

A contract for upgrading the Cataract Hotel has been awarded to the French Etap group which will invest about \$4m on renovations and will also assume management responsibilities.

Club Mediterranean has signed a 30-year lease on the Amon Hotel in Aswan. The French leisure group plans to spend \$3m. It has other establishments in Egypt — in Cairo, Luxor in Upper Egypt, and Hurghada on the Red Sea.

Egypt's tourism minister has

been concerned about low occupancy rates at hotels under the control of the Egyptian Hotels Company. Shepherd's, for example, has been functioning at about 30 per cent capacity.

Negotiations are proceeding with other groups on management contracts for hotels such as the Winter Palace at Luxor, which manages the Mena House at the Pyramids, Hyatt and Sonesta.

The El Borg and El Nil in Cairo and the Savoy at Luxor are also at present the subject of management contract negotiations.

## Nakasone acts on liberalisation

BY GORDON CRAM IN TOKYO

MR YASUHIRO NAKASONE, the Japanese Prime Minister, acted at the weekend to defuse fresh tensions with the Reagan Administration over deregulation of Japan's financial markets.

The move came after two days of talks last week left the US side with the view that progress had slowed to stalling point.

Mr Nakasone asked senior officials to draw up a "definite time-table" and said precise areas needed now to be identified where further liberalisation was needed.

The absence of a time-table was one of a series of complaints listed by Mr Donald Mulford, assistant US Treasury Secretary, at a Press conference in Tokyo on Friday night.

The conference was held jointly with Mr Toyoko Goytzen, the Japanese Vice-Minister of Finance for International Affairs.

Mr Nakasone's move came in reaction to criticisms made by Mr Mulford then and at the preceding talks, which addressed controls on short-term capital markets for Treasury bills, certificates of deposit and money market certificates.

The Prime Minister refrained from responding directly to the US threat that failure to progress on a related issue — greater access for US financial institutions wishing to operate in Japan — would mean Washington might narrow its own policy.

It could, Mr Mulford said,

start requiring case-by-case reciprocal deals for any Japanese financial entities seeking regulatory clearance for US operations. Similar measures had been imposed by many West European governments.

But on Saturday, Mr Nakasone publicly called in Mr Goytzen and Mr Makoto Utsumi, who heads the Ministry of Finance International Bureau.

The emphasis of his instructions to the two officials appears to be on clarity in the liberalisation programme, reflecting US concern that few large-scale measures are now known to be awaiting implementation.

Mr Nakasone also seems to have bowed to foreign pressure

to stimulate Japan's economy.

The Prime Minister said at the weekend that the autumn supplementary budget should be even larger than the planned level of ¥3,000bn (597m).

Higher government spending was necessary, he said, to offset the worsening economic and unemployment trend. The government was still trying to reach its economic growth target for fiscal 1986-87 of 4 per cent.

Gross Domestic Product grew in the April-June quarter at an annualised rate of only 3.8 per cent, and many economists believe growth has weakened since then.

## Taiwan to resume talks

TAIWAN, under strong pressure from Washington to cut a huge trade surplus, will resume talks with the US later this month to discuss its exports, a senior trade official said yesterday, Reuters reports.

Mr Vincent Siew, Director of the Board of Foreign Trade, said the talks, to be held in Washington, would cover Taiwan's exports of textiles, steel products, machine tools to the US market and its rice exports to other countries.

Washington has said that unless agreement is reached it may block Taiwanese exports

equal in value to the US market it believes it has been denied.

Taiwan's trade surplus with the US reached a record \$3.55bn (£2.55bn) in the first eight months of 1986 compared with \$4.58bn in the same period last year, according to official statistics.

Talks on imports of US cigarettes, beer and wine into Taiwan could also be opened after both sides failed to break a deadlock over the pricing and marketing of the US products at a meeting in Taipei early this month, Mr Siew said.

## Arianespace signs deal to launch US TV satellite

BY DAVID MARSH IN PARIS

ARIANES, the European space rocket, will launch in 1989 a TV satellite for the American RCA Home Box Office joint television venture, under an order just signed with the European space group Arianespace.

The contract marks another success by Arianespace in the all-important US market in the wake of the acute space launching problems faced this year by American rockets.

The order is to launch the Satcom K-3 satellite for beaming TV programmes for home distribution. Arianespace has also signed an optional order to launch in 1990 Satcom K-4, the next satellite in the series

owned by Crismson Satellite Associates, the RCA/Home Box Office joint venture.

The Ariane rocket is grounded until the beginning of next year because of the need for design changes after its latest failure in May.

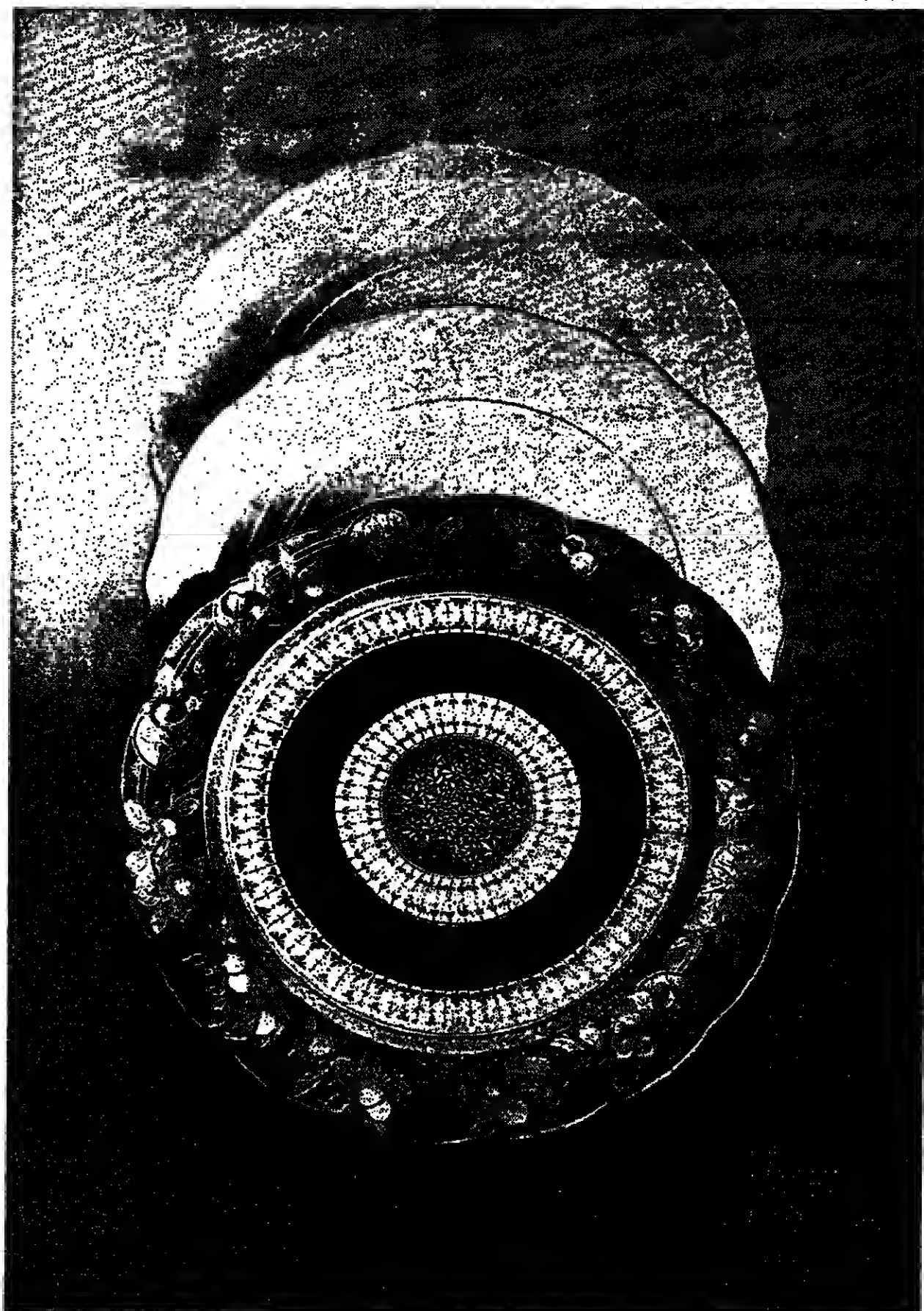
But the rocket has been able to chalk up additional international orders because of gaps in launching schedules for coming years caused by this year's string of American launching setbacks.

These led to President Reagan's decision last month no longer to use the space shuttle for commercial launching missions.

## World Economic Indicators

		Aug '86	July '86	June '86	Aug '85
US	%	8.02	8.15	8.42	6.133
	%	4.80	4.90	7.10	7.10
UK	%	3.79.4	3.72.4	3.70.9	3.25.0
W. Germany	%	12.0	11.9	12.0	12.1
France	%	2.131.8	2.078.2	2.122.0	2.221.4
	%	7.8	7.4	7.8	8.1
Italy	%	2.316.0	2.264.0	2.317.9	2.289.2
	%	9.9	9.7	9.9	9.7
Belgium	%	3.173.3	3.210.1	3.174.4	2.891.4
	%	13.8	14.0	13.8	12.6
Netherlands	%	522.6	477.9	481.7	554.9
	%	12.7	11.7	11.7	12.5
Japan	%	774.0	687.2	685.8	748.8
	%	12.5	12.0	12.0	13.3
	%	1,618.0	1,608.0	1,620.0	1,570.0
	%	2.72	2.70	2.84	2.60

Source (except US, Japan): Eurostat



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## UK NEWS

### Embarrassing slip delays loans for jobs

By IAN HAMILTON FAZEY, NORTHERN CORRESPONDENT

THE GOVERNMENT'S drive to accelerate job creation by getting the banks to lend more under its revamped Loan Guarantee Scheme has failed to take off because of what appears to be an embarrassing administrative slip-up at the Department of Employment.

The embarrassment has been deepened by the fact that Mr David Trippier, Minister for Small Business, personally put pressure on the banks during the summer in meetings with the chairmen of National Westminster, Barclays, Lloyds and Midland, when he urged them to promote the scheme.

But the banks have had difficulty doing so because the Government's leaflets explaining the fine details of a vital part of the promotion to lenders and borrowers alike - have not yet been printed.

Lending more money depends on getting copies into the hands of thousands of bank managers, as well as counsellors in enterprise agencies, accountants and small business owners on the lookout for funds.

Bankers are annoyed at the delay and have been privately questioning the Government's seriousness.

The Department of Employment said yesterday it hoped to get 250,000 copies of the leaflet out before the end of this month - almost five months after the revamped scheme became operational on May 1.

On May 12 Mr Trippier said he wanted the number of approvals under the scheme to rise to 400 a month as soon as possible. This was the peak reached three years ago when the Treasury insisted on changing the rules because of losses which questionable use of the scheme was causing the Government. The rate of take-up dropped to 45 a month.

Under the scheme the Government guarantees 70 per cent of the loans (it was originally 80 per cent) to risky new ventures, but a premium is charged to deter careless borrowing. The premium was originally 3 percentage points above commercial rates. This was raised to 5 points but has now been dropped to 2.5.

So far 424 loan guarantees worth £15.1m have been approved under the new rules. Half have gone to new businesses and half to financing expansions.

### Documents suggest Navy may cut fleet

By David Suchan

BRITAIN'S surface ship and submarine force will fall in number over the next 10 years, according to confidential internal Royal Navy documents published yesterday in the press.

The Ministry of Defence acknowledged yesterday the documents were genuine and said an inquiry would be held as to how they apparently came to be found by passers-by on the tow path beside the river Thames and then passed to the Mail on Sunday newspaper.

MoD officials stressed the papers were not centrally approved ministry documents. The main paper was a set of hand-over notes from the outgoing assistant director naval staff duties to his successor, a captain P.N. Goodwin.

The other document was described by the MoD as containing "a few ideas" about next year's (1986-87) Defence White Paper (policy document).

Ministry officials refused to comment on the substance of the documents, but apparently they show that the current number of 50 destroyers and frigates will come down to 47 in the mid 1990s, despite the government commitment to a force of "around" 50 ships.

### Local authority talks seen as benchmark for pay round

By DAVID BRINDLE

LEADERS of some Labour-controlled local authorities are preparing tomorrow to offer a wage rise of 6.7 per cent to more than 1m council manual workers.

It seems almost certain that the local authority employers will offer 6 per cent to the manual workers, Britain's biggest single pay bargaining group. But pressure has been mounting among the dominant Labour authorities to go further to 6.7 per cent, or 6.7 per cent.

Union leaders, who have been lobbying Labour-controlled councils on the pay issue, believe there is a good chance they will get the 6.7 per cent.

Minister see the negotiations as setting an important benchmark for the winter pay round. Last week, local authority leaders were summoned by Mr Nicholas Ridley, Environment Secretary, to be reminded of the Government's requirement for the level of pay settlements to fall in line with the drop in inflation to 2.4 per cent.

Mr Kenneth Clarke, Paymaster-General, said last Friday that, taking account of tax cuts, there was no justification for any cost-of-living pay rise this winter; wage or salary increases should be based solely on better performance and higher productivity.

Last year, council manual workers won an 8.1 per cent rise. Ministers say this was subsequently cited by union negotiators throughout the public sector and beyond, leading in no small way to the underlying increase in average earnings in the economy as a whole sticking rigidly at 7.5 per cent.

Those employers opposed to offering 6.7 per cent will argue tomorrow that such a move would provoke a backlash among council white-collar staff. They accepted 8 per cent last week, backed to July 1, but only after a national strike ballot surprised the employers with a 65 per cent turnout and a 45 per cent vote for action.

Opponents of the mooted 6.7 per cent offer will also question whether it can be afforded, pointing out that the Government is allowing in rate support grant only 3.75 per cent for inflation and pay and that some funds need to be held back for the grade restructuring.

### Sponsors may quit business expansion

By ALICE RAWSTHORN

FOUR of the most active sponsors of the Government's Business Expansion Scheme are considering withdrawal from business expansion funds, which put together investment portfolios of companies financed by the scheme.

The investment bank Warburg Investment Management has decided to curtail its fund sponsorship. The finance houses Granville, MIM and Singer & Friedlander are all considering following suit. Each

er in the summer two of the largest fund sponsors, the venture capital concern Electra and merchant bank County, opted for withdrawal.

When the BES was introduced in 1983, the Government perceived it as a way of raising capital for young, entrepreneurial companies by offering generous tax advantages to individuals for investment in venture capital.

The scheme was intended to stimulate job creation and to boost

high technology. But the BES has been subjected to abuses by investors, sponsors and companies alike.

Warburg Investment Management mounted two business expansion funds in the 1983-84 and 1984-85 taxation years. Warburg chose not to launch a fund last year but planned to keep an open mind on whether to return to the market this year. It has now opted for withdrawal.



### The man who didn't deal with Kleinwort Grieveson.

Kleinwort Grieveson has become such a strong and broadly-based international investment house, it doesn't make a lot of sense to pass us by. See, at least, if we can be of service to you.

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short of financial muscle. We have the technology you need at the sharp end of the business. Our spanking new trading floor at 20 Fenchurch Street is something to behold. And we hope you will.

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## UK NEWS

## BASE LENDING RATES

	%		%
ABN Bank	10	Equatorial Tr. Corp. plc.	10
Allied Arab Bank Ltd.	10	Exeter Trust Ltd.	10 1/4
Allied Dunbar & Co.	10	Financial & Gen. Sec.	10
Allied Irish Bank	10	First Nat. Fin. Corp.	11
American Express Bk.	10	First Nat. Sec. Ltd.	11
Amro Bank	10	Robert Fleming & Co.	10
ANZ Banking Group	10	Robert Fraser & Ptns.	11
Associates Cap. Corp.	10	Grindlays Bank	10 1/2
Banco de Bilbao	10	Guinness Mahon	10
Bank Hapoalim	10	Hambros Bank	10
Bank Leumi (UK)	10	Heritable & Gen. Trust	10
Bank of India	10	Hill Samuel	10 1/2
Bank of Ireland	10	C. Hoare & Co.	10
Bank of Japan	10	Hongkong & Shanghai	10
Bank of Scotland	10	Knockley & Co. Ltd.	10 1/4
Bank of Singapore	10	Lloyds Bank	10
Bank of Tokyo	10	Mace Westpac Ltd.	10
Barclays Bank	10	Magnus & Sons Ltd.	10
Benchmark Trust Ltd.	10	Middle East Bank	10
Beneficial Trust Ltd.	11	Morgan Grenfell	10
Benlone Bank AG	10	Mount Credit Corp. Ltd.	10
Brit. Bk. of Ind. Bank	10	National Bk. of Kuwait	10
Brown Shipley	10	National Girobank	10
CL Bank Nederland	10	National Westminster	10
Canada Permanent	10	Northern Bank Ltd.	10
Ceylon Bank	10	Northwich Gen. Trust	10
Ceylon Ind.	10	PK Finance Int'l (UK)	10 1/4
Cedar Holdings	11	Provincial Trust Ltd.	11
Charterhouse Bank	10	R. Raphael & Sons	10
Citibank NA	10	Bankers Trust Co.	11
Citibank Savings	10 1/2	Royal Bank of Scotland	10
City Merchants Bank	10	Royal Trust Co. Canada	10
Citibank Ltd.	10	Standard Chartered	10
Comm. Bk. of Ind. Bank	10	Trustee Savings Bank	10
Consolidated Credit	10	UDT Mortgage Express	10 1/2
Continental Trust Ltd.	10	United Bank of Kuwait	10
Co-operative Bank	10	United Bank of London	10
The Cyprus Popular Bk.	10	Westpac Banking Corp.	10
Duncan Lewis	10	Whiteaway Ltd.	10 1/4
E. T. Trust	11	Yorkshire Bank	10

Members of the Accepting Houses Committee. \* 7-day deposits 5.69%, 1-month 6.09%, 3-month 6.29%, 6-month 6.49%, 12-month 6.69%. At call when £10,000+ remains deposited. † Call deposits £1,000 and over 6 1/4% gross. ‡ Mortgage base rate. § Demand deposit 5.82%. Mortgage 11%.

## Mecca Leisure to offer identical pensions to men and women

BY ERIC SHORT

MECCA LEISURE, the leisure group expected to be floated on the London Stock Exchange next month, is to overhauled two central pillars of its pension scheme.

The new scheme starts on October 1. The management has been explaining it to employees.

It is designed so that men and women get the same pension for the same contributions.

The scheme is revolutionary also in giving employees the right to retire at any time between the ages of 55 and 65.

The cash accumulated from the invested contributions is used by the employee to buy a pension. The

by the Government, the Equal Opportunities Commission and the EEC to introduce unisex rates as part of the drive to end discrimination.

The new scheme starts on October 1. The management has been explaining it to employees.

It is designed so that men and women get the same pension for the same contributions.

The scheme is revolutionary also in giving employees the right to retire at any time between the ages of 55 and 65.

The cash accumulated from the invested contributions is used by the employee to buy a pension. The

scheme itself offers very competitive pension rates at the same level for men and women. There is a guaranteed minimum rate which ensures that employees get at least a pension based on 1/80 of earnings at retirement for each year of employment.

A unisex pension benefits rate would be higher than the corresponding rate for women but lower than that for men. Employees have the right to take the cash and buy an annuity from a life company quoting separate rates. Normally, it might be expected that men would go outside to get a higher pension while women stayed in the scheme.

## Monetarist attacks economic policy

BY PHILIP STEPHENS, ECONOMICS CORRESPONDENT

A LACK of clarity in the Government's conduct of monetary policy has been sharply criticised by Professor Patrick Minford, a leading monetarist economist at the University of Liverpool.

Prof Minford, writing in the Quarterly Economic Bulletin of the Liverpool Research Group, says

that the direction of monetary policy has been clouded by officially inspired reports linking interest rates to everything from the exchange rate to the level of pay rises.

The Government's original idea of setting clear money supply targets, he says, was to create a fixed point around which expectations of

future prices could be formed. Recent practices, however, had been "far from this ideal."

Quarterly Economic Bulletin, (price £5 annually for companies £25 for individuals), Department of Economic and Business Studies, University of Liverpool, PO Box 147, Liverpool L69 3BX.

## Brokers to poach gilt-edged business

By Barry Riley

A MEDIUM-SIZED London stockbroker, Capel-Care Myers, has announced its plans to poach gilt-edged business from the ring of 27 gilt-edged market makers, or primary dealers, set up by the Bank of England to operate the market with effect from October 27.

CCM aims to be the leading agency broker in gilts, offering a dealing service on a commission-paying basis to institutional clients. It will not act in any circumstances as a principal in gilts.

Brushing aside what it describes as a "tongue" reception from some of the leading market makers, the firm has attacked aspects of the new primary dealer system. "Too little attention appears to have been paid to securing a fair deal for investors in the new gilt market," it says in a new brochure entitled The Agency Broker's Solution.

It also claims that the market may only be able to support a third of the number of market makers which have been authorised.

## Mercury to launch residential telephones before Christmas

BY DAVID THOMAS

MERCURY Communications, the sole competitor to British Telecom's main telephone network, will offer services to residential customers before Christmas through a marketing drive aimed at about 250,000 people. It also wants to set up call boxes to compete with BT's.

News of these new Mercury plans comes as Sir Eric Sharp, chairman of Cable and Wireless, Mercury's parent, attacked the Labour Party's proposals to reintegrate Mercury into BT as "a doctrinaire political gesture" which could cost a Labour administration more than £1bn.

Mercury, which so far has only business customers, intends to sign up its first residential subscribers before Christmas.

It has decided on what it calls a "controlled" approach, aimed initially at three groups: the staff of its existing business customers; Cable and Wireless shareholders; and its own staff.

Mr Gordon Owen, Mercury managing director, estimates that these three groups will add up to about 250,000 people. He stressed that residential users

would need to be fairly heavy phone users in order to gain financially from Mercury's cheaper charges, because they will have to buy a Mercury phone costing £35 and pay a yearly £7.50 fee.

Moreover, they would need to live within about 25 miles of Mercury's trunk network, which now includes London, Birmingham, Manchester, Liverpool, Leeds and Bristol, and is due to be extended to Glasgow and Edinburgh before the end of the year.

It is also understood that Mercury has applied to OfTel, the regulatory body, for a change in its licence to allow it to operate call boxes, though both Mercury and OfTel refused to comment on this.

If OfTel were to agree, Mercury would probably concentrate on centres of greatest public demand, such as airports and railway stations.

OfTel would need to consult other interested bodies, including probably BT, and is likely to assess the implications for the duty placed on BT to run call boxes.



## Speaking of blue chips.

What he particularly admired about his investment analyst was his apparently unerring far-sightedness.

He'd been proved right time and time again. Should he buy those Oyster-Oil shares and trade in his Peach holdings?

Japan's Sunny Electronics were looking particularly bullish. And on the foreign exchange market, everyone was agreed that the dollar could make up lost

ground in the very near future.

When, a little later, the conversation came round to what he should do with his German car industry investments, it seemed only natural that the subject of his new BMW 535i should come up. As close business friends, there seemed no harm in admitting that the 218 horsepower really did give a performance that was way above most people's expectations.

To calm his friend's

growing look of anxiety, he also didn't forget to mention the superlative, road-hugging suspension or the standard ABS anti-lock braking system, which caters for reassuringly safe emergency braking even on a wet surface.

Somewhat surprisingly, the only question that was registered concerned the finishing quality and workmanship of his 535i.

Surprising, because up to now

everyone else he'd spoken to had taken that for granted.

Quite right too, he thought.

The time passed and, what with all the enthusiasm over his new BMW 535i, the real reason for his visit had taken on a completely different meaning.

Speaking of blue chips...



The ultimate driving machine

هكذا من الأفضل



## UK NEWS: SDP CONFERENCE

## Owen seeks to heal split over nuclear defence

BY PETER RIDDELL, POLITICAL EDITOR

THE SOCIAL Democratic Party yesterday opened the way for a possible agreement next year with the Liberals on the contentious issue of nuclear defence, following conciliatory signals by Dr David Owen, the Social Democrats' leader, at its annual conference in Harrogate.

Following a visit with Mr David Steel, the Liberal leader, to Paris and Bonn earlier this month, Dr Owen said the parties were starting "a new emphasis in British defence policy through strengthening the European defence pillar." He said the French Government had now moved and was willing to consider co-ordination with Britain on nuclear policy.

Dr Owen's stress on a European approach offers a way out of the lengthy wrangling within and between the Alliance partners. Most Liberals oppose the retention of an independent British nuclear capability while the majority of the SDP believes that a successor to Polaris is necessary. Both parties regard it as vital that the damaging divisions on the issue are ended before the next election.

The point of contention is about what the Alliance says about a replacement to Polaris given its opposition to Trident. Earlier this summer Dr Owen clashed with other Alliance leaders in distancing himself from a report saying that a statement on the issue could be deferred.

However, on Saturday, Dr Owen party endorsed this joint Alliance report and, in a generally harmonious two-hour debate yesterday, the SDP's ruling Council for Social Democracy pointedly did not reaffirm existing party policy but took a more flexible position. This was to allow scope for a compromise with the Liberals.

Mr Steel welcomed the result as offering the Liberal leadership a chance, but no certainty, of also maintaining a flexible position at its assembly in Eastbourne next week. However, Liberal unilateralists were last night highly sceptical about Dr Owen's behaviour.

Indeed, Dr Owen indicated over the weekend that he had not changed the substance of his views. He still believes it is politically necessary for the Alliance to say before the election what it intends to put in place of Trident after Polaris, particularly since work is well advanced in building submarines. His preference is for retaining a British controlled nuclear capability, though within a European context.

## Policy on nationalised industries reserved

By Michael Cassell

THE Social Democratic Party yesterday moved decisively to ensure that it does not go into the next general election pledged to implement a programme of selective renationalisation.

The party conference in Harrogate, northern England, overturned by a large majority a decision taken in May by the ruling Council for Social Democracy to renationalise, with compensation, those privatised monopolies where competition cannot be effectively introduced.

The SDP policy committee told delegates that the earlier decision gave a general commitment to renationalisation - to include British Telecom and British Gas - which would prove disastrous electorally.

Mr Ian Wigglesworth, the party's industry spokesman, told the conference that a decision to endorse partial renationalisation would provide powerful ammunition for their political opponents and would "go down like a lead balloon" with the electorate.

He said the SDP had called for a period of stability for British industry and that, in seeking to go down the Labour road towards a fresh round of nationalisation, the party would create further damage and uncertainty.

Peter Riddell reports on challenges facing the Alliance  
Spotlight on dominant leader trying to reassure followers

DR DAVID OWEN so dominates the SDP that its conference always turns on his personality and relations with his followers. So it is again this week, not only over nuclear defence but also, equally significantly, over what happens after the next election.

Ever since he became leader in 1983 Dr Owen has faced accusations of leading from the front and not taking sufficient account of the views not only of ordinary activists but also of other party leaders.

This summer's open airing of differences between Dr Owen and the rest of the Gang of Four (especially Mrs Shirley Williams) shocked the party's rank and file. They like unity and came to Harrogate seeking reassurance. And that is what they have so far got, both publicly and in a private briefing of candidates from Mr Bill Rodgers.

Dr Owen has been careful to offer an olive branch over nuclear defence - in endorsing the Alliance commission report from which he had earlier distanced himself - while making no concessions of substance. There were some warnings from party activists against a "one-man approach," but the debate succeeded in kicking the issue into touch, at least until next week's Liberal assembly in Eastbourne.

However, on the eve of the speech by Mr David Steel, the Liberal Party leader, in Harrogate to

day, he annoyed some Liberals and those Social Democrats favouring a closer Alliance by discussing in a television interview the possibility of the two parties working together, even under proportional representation, rather than merging.

But more significant was the speech on Saturday when he clearly sought to heal the wounds of the summer by indicating that he would not try to operate on his own after the next election.

He condemned those who sought to push the Alliance towards either the Tories or Labour in the event of a hung, or balanced, parliament after the next election. He said that in any such negotiations the Alliance would try to achieve as much as possible of its own programme.

These remarks were also clearly intended to end the debate of recent weeks about how far the SPD is a mark II version of the Labour Party. This point is naturally of crucial importance in any such negotiations.

The Limehouse Group, a small, but vocal, ginger group, has emphasised the SDP's roots in the "old" Labour Party of the 1945 government.

Yet, as Dr Owen repeatedly points out, some 84 per cent of SDP members never previously belonged to any other political party. And, as Mr Anthony Goodman, a recent Oxford graduate and candi-

date for Uxbridge near London, his generation were not interested in the SDP becoming a Labour Party mark I or II - what he termed "a better yesterday."

Yet the doubts of some SDP members and many Liberals, about Dr Owen's post-election intentions are unlikely to disappear completely.

One indication will come this afternoon when the conference debates proportional representation. Dr Owen is fully committed to PR but, like Mr Steel, does not want to have his hands tied in any talks with other parties.

However, a number of amendments will be debated which seek firm commitments on its introduction in the lifetime of a parliament and on making a referendum on PR a precondition to any coalition with, or support of, another party.

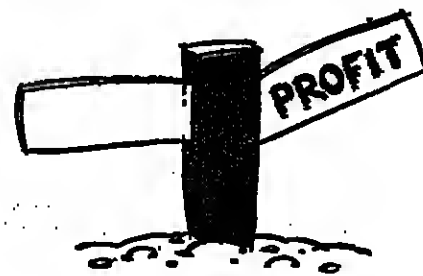
Similarly, at the Liberal assembly in Eastbourne next week, Mr Steel faces calls for any negotiations with other parties to be conducted by a team elected by the two parliamentary parties, as well as by the two leaders.

The result of these debates will show how far the two leaders have the unreserved confidence of their rank and file to operate flexibly in such talks. For all the indispensability of both leaders, their parties may not like to keep them on too loose a rein.

**American Airlines to Dallas/Fort Worth and Chicago.**

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## A small sign of the times for British Rail.

In the financial year 1985/86, British Rail made a profit of just over £1m. The size of the profit is not particularly significant, but the fact of it is, when compared with a loss of £420m in the previous year.

Because that profit, small though it may be, is just one example of the new spirit invigorating British Rail.

It means that British Rail was able to reduce its call on government support (and that means money from you, the tax payer) for the second year in succession while launching a £2bn renewal programme - the biggest investment in the railways for over a quarter of a century.

What this means for BR's customers was spelt out by Sir Robert Reid, Chairman of British Rail, when he said "As we earn more money as a business, we can afford to put more back into improving service".

Last year, British Rail did earn a lot more. Passenger volume was higher than at any time since 1979. InterCity services earned more than they have for ten years. Both Network SouthEast and Provincial earnings increased. Both Railfreight and Red Star grew.

But it was not just a matter of earning more, we also delivered more. Over 200 brand-new Pacer and Sprinter trains, new Pullman services, twice as many charter trains, and new

stations as well as improved facilities at existing stations.

Today, British Rail's finances are firmly under control and both passenger and freight traffic are increasing.

The huge investment in the renewal of our railways is enabling more new equipment and improved services to come into operation than at any time in the last 30 years.



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# WHAT'S BEHIND THE NEW CITROËN BX19 GTi?



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## MANAGEMENT

EDITED BY CHRISTOPHER LORENZ

JAN CARLZON sees himself as a perpetual travel companion, guiding his faithful flock of package tourists—for tourists read employees—to the next exciting experience.

The flamboyant chief executive of SAS, the Scandinavian airline, who has already become something of a trendsetter among European managers, says: "My personality is very much the tour conductor. I loved to go anywhere as a tour conductor. You brought the people to Venice, for example, and you went away in front of the group with a flag and everyone saw you and followed. I think that is what I am still doing, waving the flag and going ahead."

In three different jobs in little more than a decade he has managed to hold up his flag and get the workforce to follow him—working three minor miracles of corporate recovery in the process—at Vingnäs, the tour operator, Linjeflyg, the domestic Swedish airline and then SAS. In the process he has become both a business folk hero and the best of many critical jokes, notably that he is above all an "ego boy."

His success has drawn the gaze of modern management theory to Scandinavia, a country the Carlsberg phenomenon like bees to a honey-pot.

When John Naisbitt, the US author of the best-seller *Megatrends* set out to write the follow-up *Revolutions in the Corporation* with Patricia Aburdene, there was no doubting where they would start.

Paragraph one, chapter one of the book begins: "As a young man Jan Carlzon made a name for himself by turning the domestic Swedish airline, Linjeflyg, into a very profitable operation. In 1981 Carlzon became president of Scandinavian Airlines Systems, SAS, which at the time was losing \$17m per year. After a single year of Carlzon's leadership, SAS was earning \$15m. He did it by turning the organisation chart upside down. Truly believing that SAS should be customer-driven, he put those who dealt directly with the customer in charge of the company. The rest of the company on the upside-down organisation chart worked for those who dealt with the customers."

Not to be outdone in recognising Carlzon's worth in preaching the modern gospel of corporate success, Tom Peters, author of *In Search of Excellence* manages to refer to Carlzon and SAS in his follow-up book *A Passion for Excellence* more often than any other corporation and chief executive.

By the time Karl Albrecht and Ron Zemke sat down to write *Service America—Doing Business in the New Economy* last year, SAS and the Carlzon

## The guru factor

# Preaching what he practises

Kevin Done examines the reputation of one of Europe's few businessmen-pundits, Jan Carlzon, the glamorous head of SAS

story had become "the seeds of an idea whose time may well have come in America, and we suspect in much of the rest of the Western business world." Carlzon himself does not admit to having read much of the modern genre of management literature. When pushed he does confess to having skimmed through Kenneth Blanchard's "One Minute Manager" but he claims he did not even get beyond the introduction and the roman numeral pages of *In Search of Excellence*.

"I said that what it comes down to is treating people decently and asking them to shine. I said that I would use my time for something else than reading the book. I had already confirmed this message."

After taking over SAS in August 1981 in the midst of the airline recession Carlzon set about a dramatic reorganisation of the company aimed at improving service and making SAS the "businessman's airline." Customers rather than aircraft were established as the company's major asset, and staff were schooled to serve the customer. Responsibility was decentralised to the "front-line" personnel and the whole staff was sent on service courses

—which quickly became known as charm schools. The planes were spruced up and Carlzon set out to make SAS "Europe's most punctual airline." "We have 50,000 moments of truth out there every day," said Carlzon, defining a moment of truth as each time a customer came into contact with the company.

The SAS turnaround has provided a model for British Airways and several other airlines, as well as for companies in a wide variety of different industries, from manufacturing to banking.

Carlzon's apparent impatience with management books has not stopped him making his own contribution. He is one of the few European top managers who have so far attempted to write a book about management, let alone to "do an *Excellence*," and hit the best-seller lists in the same way as has the tale of dirty dealings in Detroit written by Lee Iacocca, chairman of Chrysler.

## Lecture stage

That Carlzon knows a sales incentive when he sees one is demonstrated by the choice of Tom Peters to write the introduction to the English-language edition of his book, which will appear around the turn of the year.

Carlzon was already a well-established part of the international management lecture circuit before he took to print. His next appointment on the lecture stage is later this month when he addresses a couple of thousand bankers in Washington at the Bank Marketing Association.

One of the advantages for conference organisers of having Carlzon speak is that he comes a little cheaper than many other practitioners of the trade. "During the spring of 1984 the Executive Club of Copenhagen



had three speakers on the programme: Carter, Kissinger and Carlzon," he says. "Carter and Kissinger got approximately DKK 225,000 and I got two bottles of wine. I do not take a fee. It might sound stupid to an American, but I see my job here internally to be an ambassador."

Carlzon's book *Rio Pyramiden* (Flatten the Pyramid) has already established him as a best-selling author in Scandinavia. The book came out in Swedish, Danish and Norwegian in November last year. It went straight to the top of the best seller lists in Sweden, and stayed among the top 10 for eight months.

It has already had one reprint in Sweden selling, according to Bonnier, its publisher, some 65,000 copies. "This is a very impressive figure. It beats all imported management books like Iacocca's by many lengths," says Ebbe Carlsson, of Bonnier. A further 35,000 copies have been sold in Denmark and 21,000 in Norway. In comparison Bonnier says that even a novel is considered a success in Sweden if it sells 6,000-7,000 copies.

The Carlzon book is now being prepared for publication in the US and the UK with Harper and Row as publishers, and in France by Interventions, the French publishing house which has made a specialty of successfully bringing foreign management books to a sceptical French public.

*Pyramiden* was dictated rather than written by Carlzon, and

his thoughts were then edited by Thomas Lagerström, a Swedish business journalist and author, but the SAS chief executive still claims that "they are my words."

He wrote the book, he says, because of a need to set the record straight. "When we made the changes in SAS at the beginning of the 1980s there was so much written and said about what happened. It was used so much in seminars and in management training; there was not one consultant in Scandinavia who did not draw conclusions from what happened in SAS. As time went on I could not recognise ourselves in it; it was more a myth than a true picture."

"I felt a very strong need to tell what it was really about and not what people said it was about."

As one of the most visible, high profile managers in Scandinavia today, Carlzon recognises very clearly that he has set himself up as an easy target for criticism. When the SAS revolution began to run out of steam in 1984, there were many both inside and outside the company who were waiting for his downfall, and the book is one way that he has tried to head off the attack.

*Pyramiden* is a mixture of Carlzon's account of the measures taken and methods used successfully to put Vingnäs, Linjeflyg and SAS back on their feet along with a sizeable helping of Chairman Jan's thoughts on modern management techniques, the development of society in general, and

in a final chapter—which will not be gracing the international edition—the failings of Swedish politicians in particular.

The thoughts on management are not new. Market orientation, people involvement, running a company with the customer and not the tools of production as the starting point. What is interesting, however, is that Carlzon is speaking from experience. He has sought to put these ideas on service management into practice and not just to theorise and lecture.

## Thin ice

When he is explaining his analysis of the problems confronting Linjeflyg and SAS, the solutions chosen and how they were implemented, Carlzon is lucid and has an easy, readable style. When he moves into sociology and politics, however, he is on thin ice, and becomes long-winded and repetitive. What is missing, above all, is any sense of struggle, of the difficulty of the challenge. It all seems too easy.

Occasionally he allows a glimpse into a world of personal doubts. When he took on the job of heading SAS's airline operations he flew to New York to try to sort out his thoughts, suddenly afraid of failure. "I walked, alone, along street after street, hour after hour. I let arguments for and against [the job] run freely. Then I returned to myself. Charged up and mentally prepared I could go home and get to work on the new job."

If he does occasionally wander in the wilderness, it scarcely seems to be for more than 24 hours at a time.

Carlzon's thesis is that in the last 50 years' society has changed from a vertical to a horizontal organisation—hence the need to flatten organisational pyramids—that in the process we have created what he calls "The New Man/New woman."

Opportunities have been equalised, skill and knowledge levels have been evened out, people have a new confidence and self-image, they no longer bow and scrape to authority. But the corporation has not kept up with the revolution.

"In companies we continue to direct people with our catechisms, instructions and rules, as if nothing had happened. We take people from the new levelled society and stick them in right at the bottom of the old pyramid company."

For Carlzon, yesterday's boss must be tomorrow's leader, giving up his orders and instructions and transferring responsibility and authority to those in the frontline, the ones who are actually doing the job. The leader then works through information, inspiration, the communication of strategy and the business idea.

"A person who does not have information cannot take responsibility. A person who has information cannot avoid taking responsibility," is one of Chairman Jan's favourite maxims. Carlzon is aware that in the past he has endangered his message by over-exposure outside the company and for the future he is planning to devote at least a quarter of his time to internal communication.

When the initial crisis consciousness within SAS—created by two years of record losses—began to evaporate with the success of the "first wave" strategy, Carlzon suddenly began to realise that he had left the organisation without new goals. He also realised that with all the concentration on frontline personnel he had failed to take middle management with him and had failed to give them a proper role in the new decentralised SAS.

Without an overall strategy from the leadership different groups began setting their own priorities and pulling in different directions thus creating increasing internal conflicts. In *Pyramiden* Carlzon describes how exhaustive talks with the personnel allowed him to formulate the new "threat" which is supposed to galvanise SAS into action and take it well into the 1990s, namely the threat of deregulation and free competition among the airlines.

He has set a target of cutting costs by 25 per cent between 1985 and 1990. SAS is seeking

to develop new booking, communications and distribution systems, and it is seeking to develop a more efficient "route and hub" structure, which could eventually take it into co-operation with other airlines on certain routes.

Those might be the measures, but the methods chosen are those of visionary Carlzon, who believes—in positively Churchillian terms—that if he can get the SAS personnel to accept the reality of the threat of free competition, SAS can be ahead of the game in preparing for tomorrow's battles. "If we can master our destiny, instead of waiting for things to happen; if we use our history as a stepping stone into the future, instead of dreaming about the good old days, we might just make history again," says a recent SAS staff brochure.

Carlzon has no problem in delegating; he does not enjoy the minutiae of running a company. "My ever clearer character is the company is that I work very much on the surface. I feel I have an ability to see trends and work strategically and to give leadership. I am not good at going deep into details and executing things. There are others that can take responsibility for execution."

With his pale blue eyes, boyish good looks and graying blond hair, Carlzon's message can certainly sometimes appear naive and too good to be true. But there can be no doubt about his talents as a master communicator.

He finishes *Pyramiden* with the tale of two stone cutters. "Asked what they were doing, one answered wearily, 'I am cutting these stones into square blocks'. The other answered enthusiastically: 'I am helping to build a cathedral'."

The old-fashioned charge that Carlzon is more at home in show business than business could only have received new support when he announced earlier this year that he had acquired a 50 per cent stake in Boersens, Stockholm's leading night club. It is an accusation he barely tries to refute, however. The modern company leader, he says in *Pyramiden*, must be visionary, strategic, communicator, teacher and inspirer, and he might have added, "showman."

By using the self-critical term "ego boy" for the title of the first chapter of his book, Carlzon has tried to disarm those in Sweden who, at the height of the first SAS publicity wave, were somewhat overwhelmed by being served Carlzon with the morning paper, the radio news and the evening paper.

Previous articles in this series appeared on June 22, July 7, 14, 21, 28, August 4, 11 and September 1. The series will conclude on September 22.

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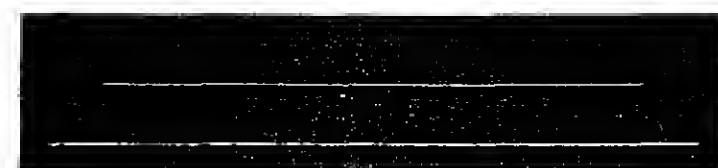
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September, 1986

## APPOINTMENTS

### Stewart Wrightson forms three companies

STEWART WRIGHTSON has made further organisational changes and three new companies have been formed. Mr G. Bodin (a main board director) has been appointed chairman of Stewart Wrightson Construction Risks, the other board members being: Mr M. M. Murphy (chief executive), Mr R. J. Thornton and Mr T. H. White (joint managing directors), Mr K. Blackmore (technical director), Mr J. M. Bell, Mr R. S. Brown, Mr D. A. J. Connor, Mr P. E. Gower, Mr R. J. Keeling, Mr C. R. Kneal, Mr G. M. Pugh, Mr R. E. Robson, Mr J. K. Tanscliffe, Mr R. A. Wallace, Mr M. J. Waddell and Mr G. R. Widdows. Mr J. E. Lane, Mr I. J. Satchell, Mr W. W. Hoffer, Mr W. W. Larkin, Mr R. T. Smith, Mr M. D. Tucker and Mr S. F. Wood are appointed divisional directors. Mr G. I. Sanders has been appointed chairman of Stewart Wrightson Excess Risks, the other board members being: Mr R. E. Gough (chief executive), Mr P. E. Gower, Mr P. D. Barham, Mr J. M. Bennett, Mr R. D. Brown, Mr D. J. King, Mr R. W. McInnes, Mr D. A. J. Connor, Mr P. E. Gower, Mr P. E. Gower, Mr J. P. Kelly, Mr J. J. Nally and Mr R. A. Satchell are appointed divisional directors. Mr G. F. Nizam has been appointed chairman of Stewart Wrightson Freight Movement, the other board members being: Mr R. Farnham (managing director), Mr M. J. Brown and Mr A. H. Hunter, with Mr G. Bell and Mr R. Tree as divisional directors.

Mr W. W. Hoffer, regional director for the north, Whitbread Inns, has been appointed chief executive of PIZZA HUT (UK), which is jointly owned by Whitbread and Peapack. His role at Whitbread Inns will be taken by Mr David Gordon, commercial director of Whitbread Breweries.

ALEXANDER HOWDEN GROUP FINANCIAL SERVICES has appointed Mr David N. Wall as director and group financial controller. He joined the group from Deloitte Haskins & Sells where he was a manager principally responsible for the audit of insurance brokers and other insurance related clients.

ACCOR EUROPE, office equipment manufacturer, has appointed Mr Peter Coleman to the new post of director of logistics, which includes all warehousing and transport operations in the UK and Europe. He was a management consultant with Coopers and Lybrand Associates.

ARTHUR ANDERSEN & CO has admitted the following to partnership: Mr Anthony Edriley (Leeds); Mr Joseph Connolly (London); Mr John Kline (London); Mr John Kline (Glas-

gow); Mr David Oliver (Cambridge); Mr Philip Randall (London); Mr Charles Rusche (Bristol); Mr Peter Bailey (London); Mr David Webster and Mr Brian Whitefoot (Manchester). Arthur Andersen & Co. management consultants, has admitted to partnership Mr Andrew Hunter (Belfast) and Mr Swindler Khanna (London).

QUESTEL has appointed Mr Derek Tuby as senior sales director following the retirement of Mr Frank Richardson. Mr Tuby joined Special Telephone Systems, within operating subsidiary of Questel, in 1972.

Mr G. A. Cragg has been appointed secretary of the BANK OF ENGLAND from today in place of Mr P. E. Townshend who is retiring.

NAMEMARKERS, public relations arm of the Orica Group, has appointed Mr David Reed to the board as head of corporate and financial business. He was a director of Shandwick Consultants.

Mr S. F. Cook and Mr D. W. Furry have been elected directors of HOWARD HOULDER & PARTNERS.

CLARKSON PUCKLE GROUP, members of the Dalgety Group, has appointed Mr A. D. Barraclough as managing director of Clarkson Puckle East Anglia.

Mr R. H. R. Kettle, a non-executive director of Charter Consolidated, has joined the board of SHAND as a non-executive director and has been appointed chairman. He is a non-executive director of Tarmac and of Evered Holdings. He was a group managing director of Tarmac until his retirement in May this year.

LONDON AND CONTINENTAL ADVERTISING HOLDINGS has appointed Mr Christopher Perry as chief executive, and a main board director. He was executive chairman of Hamill Leach and Hapburn Group, a South African conglomerate. Mr David Harris becomes deputy chairman of L. & C. AIL.

CANADIAN IMPERIAL BANK OF COMMERCE has appointed Mr Neil Shaw as a director. He is chairman and chief executive of Tate & Lyle, and Tate & Lyle Factories. He was chairman of Rodpath Industries, Toronto, a subsidiary of Tate & Lyle. Among his other directorships are: Boliden, a Swedish metal producer; Touche Bessant North American Investment Trust; Tezaco Canada Inc., Alcantara, Lisbon and G. E. Arystar NV, Brussels.

BRITISH RAIL ENGINEERING has appointed Mr Peter J. Holdstock as managing director. Mr P. A. Newman, previously chairman and managing director,

becomes chairman. Mr Holdstock joins from the Embart Corporation where he was vice president operations—Europe and Africa.

Mr Ian Burns has been appointed a director of LLOYDS DEVELOPMENT CAPITAL, part of the Lloyds Merchant Bank. He was previously senior manager of the venture capital group of Arthur Andersen & Co.

Mr Harold Harvey, has been appointed an associate director of THE DRUMMOND GROUP (formerly Strand Riley Drummond). He joined in January 1985 as production director of the worsted division.

At INTERNATIONAL COMMODITIES CLEARING HOUSE implementation of its new corporate strategy will be in the hands of Mr R. B. St. J. (John) Barbour who has become chairman. He is chairman and chief executive of Mercantile House Holdings. Mr Stuart Graham, the previous chairman, will shortly be retiring from the board having seen through the initial stages of the company's new strategy.

Mr Angus Clark, managing director of THE HENDERSON GROUPS domestic garage door, sliding door gear and ladder division, P. C. Henderson, has been appointed to the board of the parent company.

Mr Robert Craig has joined the board of BROWN SHIPLEY INVESTMENT MANAGEMENT, the holding company for Brown Shipley's investment companies. Mr Craig is chairman of Heseltine Moss & Co, the stockbroking company recently acquired by Brown Shipley. Mr Michael Beggs has been appointed managing director of Brown Shipley Asset Management; Mr Michael Chapman, Miss Caroline Schicht and Mr Peter Kirwan have also joined the board. Mr Trevor Clubb has joined the board of Brown Shipley Unit Trust Managers. Mr Clubb was formerly a director of Tyndall Managers and is based in Bristol.

EXCESS INSURANCE GROUP has appointed Mr P. C. Brown as hull underwriter and Mr R. D. C. Seymour as assistant London marine underwriter.

Mr A. G. Hickey has been appointed managing director of VACTITE, a cable and wire manufacturer and retains those responsibilities. Vactite is a member of the GEC wire and cable group.

Lord Gidder has joined the board of FADDER PREST HOLDINGS.

Mr Peter Davies and Mr Nigel Grover have been appointed directors of TAYLOR WOODROW CONSTRUCTION. Mr Davies joined Taylor Woodrow

Construction in 1980. He became company secretary of Taylor Woodrow Fe (now re-named Taylor Woodrow Offshore) and Taymeh Nigeria in 1981, company secretary of Taylor Woodrow Construction in 1983 and took up a similar position with Taylor Woodrow Energy the following year. Mr Grover joined Taylor Woodrow Construction as a quantity surveyor in 1983, became a senior quantity surveyor in 1973, deputy chief surveyor in 1978, and a divisional director in 1985.

Mr Brian Fairclough has been appointed a director of STREETS FINANCIAL ADVERTISING. He joins from The Economist where for 10 years he was the international advertisement manager.

BONAR COLE POLYMERS has appointed Dr Clive T. Rankin as deputy managing director. He was with John Weddington where he was a director of three subsidiaries.

Mr Peter Bulfield has joined YAMAICHI INTERNATIONAL (EUROPE) as an executive director. The company is a subsidiary of Yamaichi Securities Co. Tokyo. Mr Bulfield was a director of J. Henry Schroder Wagg & Co, and is a member of the Export Guarantees Advisory Council and the Overseas Project Board. Yamaichi Securities will be seeking a banking licence in the UK and if this is granted, Mr Bulfield will become chief executive of the banking company.

MANUFACTURERS HANOVER has appointed Mr Keith R. Baker to its investment banking sector as foreign exchange manager—UK, and Mr Terence D. Allen as foreign exchange manager—Europe. Mr Baker is responsible for foreign exchange trading and sales in London and Guernsey and will be based in London. He had been head of foreign exchange in London for Dresdner Bank. Mr Baker replaces Mr Stuart A. Bane, who has retired. Mr Allen who will also be based in London will be responsible for trading and sales in 13 other locations in Europe and the Middle East. He was formerly treasurer of the National Bank of Abu Dhabi.

Mr David Rogers has been appointed marketing director of TMC, UK telecommunications company of Philips. He joins from Plessey network and office systems where he was general manager for small switching products.

CIBCI GEE has appointed Mr Terence Denovan as group finance director. He was finance director for Europe, Africa and the Middle East of Raymond International Inc. Mr Patrick McGee has resigned from the main board to pursue other interests.



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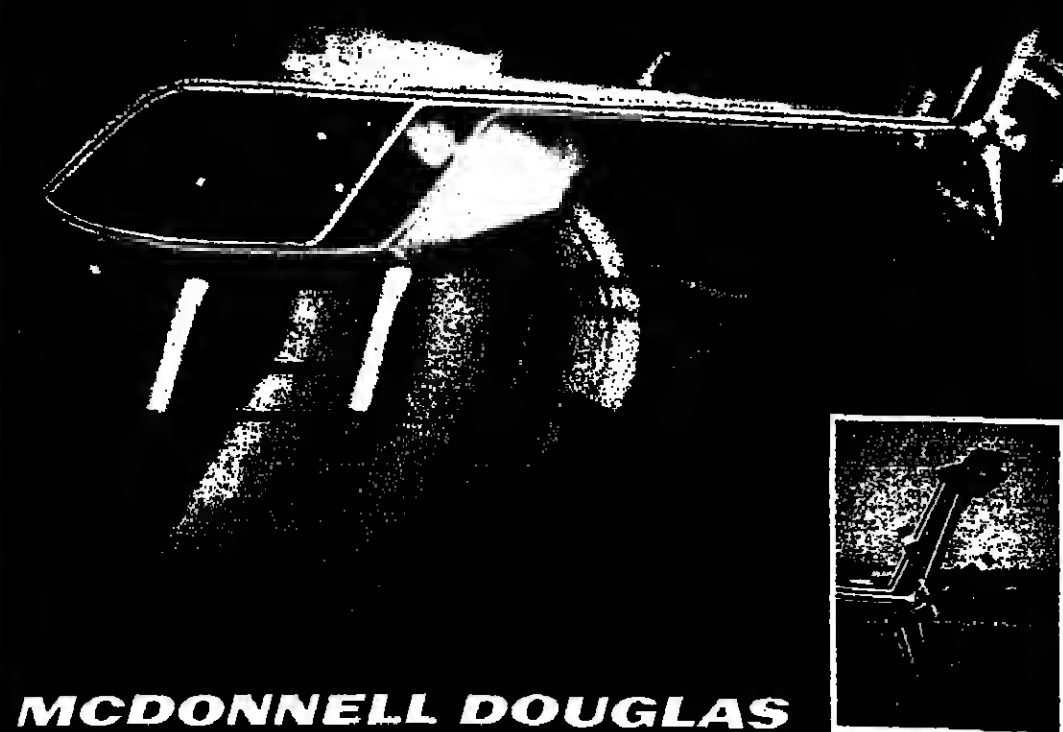
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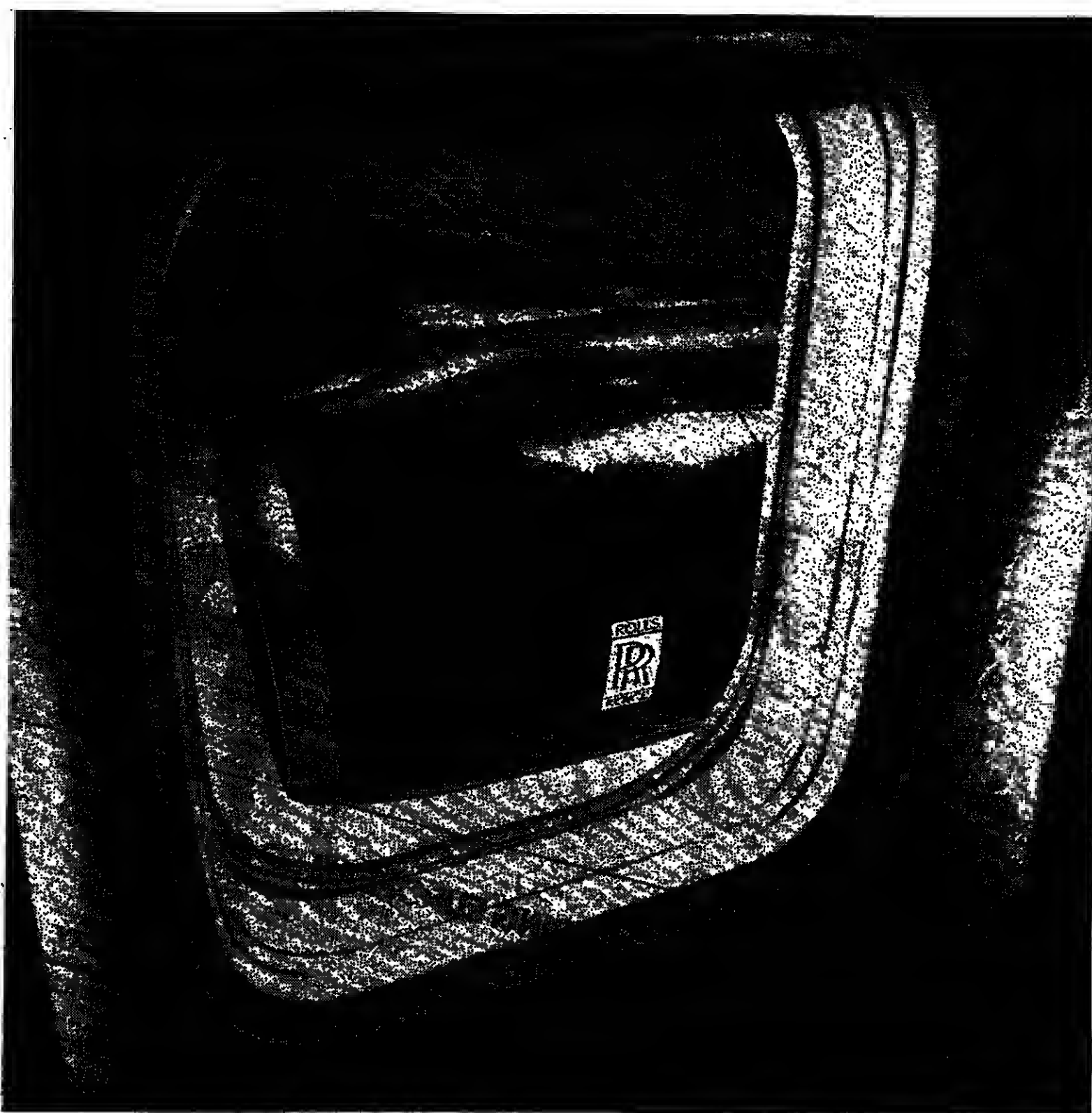
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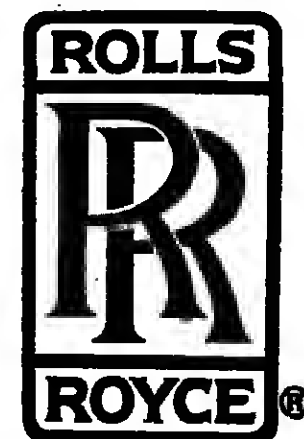
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19 Norsk Data AS	Norway		219.8
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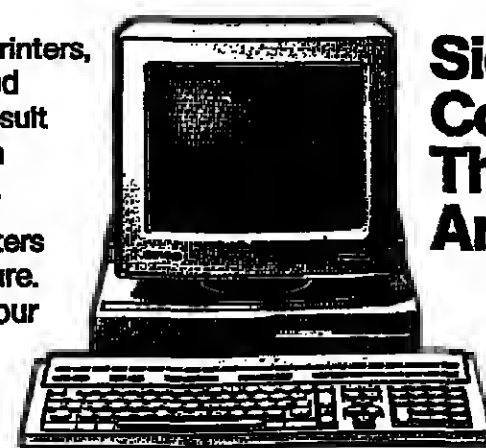
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## THE WEEK IN THE COURTS

## Silence broken on phone tapping

A DRAMATIC court room conflict occurred recently between three Campaign for Nuclear Disarmament members and Mr Leon Brittan, the former Home Secretary.

Mrs Joan Ruddock, Mr John Cox and Monaghan Bruce Kent alleged that Mr Brittan unlawfully authorised the interception of Mr Cox's telephone calls in August 1983. They applied, in the High Court, for judicial review.

In 1982, Lord Haleham, the Lord Chancellor, in a speech in *Chief Constable of the North Wales Police v Evans* (1983 1 W.L.R. 1155), gave his opinion about the proper scope of this remedy.

Judicial review was intended to protect individuals against abuse of power by many authorities. It was not intended to take away from those authorities the powers and discretions properly vested in them by law. It was intended to see that the relevant authorities used their powers properly.

The purpose of the remedy was to ensure the authority gave the individual fair treatment. It was not aimed at substituting the opinion of the judiciary or of individual judges for that of the relevant authority.

The court's function was to see that lawful authority was not abused by unfair treatment. The court was not to attempt the task the law entrusted to the relevant authority.

The three CND members wanted the court to make a declaration that Mr Brittan had acted without authority to authorise the interception and monitoring of their telephone calls.

They also claimed damages or an inquiry into damages against Mr Brittan for alleged misfeasance in a public office.

the Home Office that the doctrine of legitimate expectation did not apply to Mr Cox's case. He decided that the doctrine imposed a duty on the relevant authority to act fairly.

This doctrine was not confined to cases where the individual concerned in any dispute with authority had a right to be heard by that authority. Where there was no right to be heard, it was important that a promise or undertaking given by a minister as to how he would proceed should be kept.

Mr Justice Taylor decided on the evidence before him that Mr Brittan had issued a warrant outside the criteria. He then considered whether the warrant issued outside ministerial misfeasance.

The argument for Mr Cox was put in two ways. One was that Mr Brittan knew that he was issuing a warrant outside the criteria because he issued it for an ulterior and improper purpose, namely, to gain a party political advantage.

The alternative argument was that if Mr Brittan believed the criteria applied, he acted irrationally or unreasonably, in that his decision was one which no sensible person who had applied his mind to the relevant issues could or would have reached.

Mr Justice Taylor rejected both arguments and Mr Cox's application failed. Although the application failed, the scope of administrative law for the time being at any rate, been enlarged.

As shown by the GCHQ case, administrative law has benefited as much from applications which have ultimately failed as from applications which have ultimately succeeded.

Justman

## Revised City of London local plan faces criticism

BY LAURIE LUDWICK

THE CITY OF London Corporation faces opposition to a revised version of its local plan, the controversial document that sets out the development of the City in the next 15 years.

Some City associations object to what they see as an inconsistency between the plan's conservation aims and its declared aim of enhancing the City's role as an international financial centre.

Mr Richard Saunders, chairman of the Association of Owners of City Property, said: "If the City is going to compete

in world markets it must be flexible and respond to changes in the market, but the draft plan restricts the ability of City firms to keep up with new technology and compete."

The corporation has received 700 comments on the City of London Plan—two-thirds from the City's business community. It is inviting 84 individuals and institutions to meetings at Guildhall this month. It anticipates a public inquiry will be held in the spring.

The first draft, published in November 1984, received 1,500

responses, many criticising it for being too conservationist and paying insufficient attention to the needs of the financial community, which requires larger accommodation for trading floors and data processing.

But Mr Saunders believes the modified version has still not gone far enough. He protests against the method of calculating plot ratios, which control the physical bulk of buildings, and stresses that inflexible rules will inhibit the competitive position of the City as a financial centre.

Mr David Senior, deputy director of the London Chamber of Commerce and Industry, criticises the City's emphasis on conservation structures "which no longer fulfil a general purpose."

Greenwich Council is to go to the High Court today for a judicial review in an attempt to stop the proposed Canary Wharf development. The council argues that the development will ruin the cross-river vista from Greenwich and that there was insufficient consultation about the proposal.

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S.G. WARBURG & CO. LTD. announce that the redemption instalment due 18th October, 1986 has been met by purchases in the market to the nominal value of US\$400,000 and by a drawing of Bonds to the nominal amount of US\$400,000.

The distinctive numbers of the Bonds drawn in the presence of a Notary Public, are as follows:—

37	30	32	35	38	41	301	303	306	309
312	315	318	321	324	327	378	381	384	387
390	393	396	399	402	405	458	461	464	467
557	560	563	566	569	572	2337	2340	2343	2346
3089	3092	3095	3098	3101	3104	4084	4087	4090	4093
4425	4428	4431	4434	4437	4440	4742	4745	4748	4751
4759	4762	4765	4768	4771	4774	5318	5321	5324	5327
5843	5846	5849	5852	5855	5858	6325	6328	6331	6334
7045	7048	7051	7054	7057	7060	6806	6809	6812	6815
8288	8291	8294	8297	8300	8303	8456	8459	8462	8465
8540	8543	8546	8549	8552	8555	8658	8661	8664	8667
8680	8683	8686	8689	8692	8695	9000	9003	9006	9009
9487	9490	9493	9496	9499	9502	9654	9657	9660	9663
9685	9688	9691	9694	9697	9700	9852	9855	9858	9861
9883	9886	9889	9892	9895	9898	9950	9953	9956	9959
9981	9984	9987	9990	9993	9996	10048	10051	10054	10057
10083	10086	10089	10092	10095	10098	10150	10153	10156	10159
10186	10189	10192	10195	10198	10201	10253	10256	10259	10262
10290	10293	10296	10299	10302	10305	10357	10360	10363	10366
10393	10396	10399	10402	10405	10408	10460	10463	10466	10469
10496	10499	10502	10505	10508	10511	10563	10566	10569	10572
10600	10603	10606	10609	10612	10615	10667	10670	10673	10676
10708	10711	10714	10717	10720	10723	10775	10778	10781	10784
10816	10819	10822	10825	10828	10831	10883	10886	10889	10892
10924	10927	10930	10933	10936	10939	10991	10994	10997	11000
11032	11035	11038	11041	11044	11047	11099	11102	11105	11108
11140	11143	11146	11149	11152	11155	11207	11210	11213	11216
11248	11251	11254	11257	11260	11263	11315	11318	11321	11324
11356	11359	11362	11365	11368	11371	11423	11426	11429	11432
11464	11467	11470	11473	11476	11479	11531	11534	11537	11540
11572	11575	11578	11581	11584	11587	11639	11642	11645	11648
11680	11683	11686	11689	11692	11695	11747	11750	11753	11756
11788	11791	11794	11797	11800	11803	11855	11858	11861	11864
11896	11899	11902	11905	11908	11911	11963	11966	11969	11972
11984	11987	11990	11993	11996	11999	12051	12054	12057	12060
12092	12095	12098	12101	12104	12107	12159	12162	12165	12168
12200	12203	12206	12209	12212	12215	12267	12270	12273	12276
12308	12311	12314	12317	12320	12323	12375	12378	12381	12384
12416	12419	12422	12425	12428	12431	12483	12486	12489	12492
12524	12527	12530	12533	12536	12539	12591	12594	12597	12600
12632	12635	12638	12641	12644	12647	12699	12702	12705	12708
12740	12743	12746	12749	12752	12755	12807	12810	12813	12816
12848	12851	12854	12857	12860	12863	12915	12918	12921	12924
12956	12959	12962	12965	12968	12971	13023	13026	13029	13032
13064	13067	13070	13073	13076	13079	13131	13134	13137	13140
13172	13175	13178	13181	13184	13187	13239	13242	13245	13248
13280	13283	13286	13289	13292	13295	13347	13350	13353	13356
13388	13391	13394	13397	13400	13403	13455	13458	13461	13464
13496	13499	13502	13505	13508	13511	13563	13566	13569	13572
13604	13607	13610	13613	13616	13619	13671	13674	13677	13680
13712	13715	13718	13721	13724	13727	13779	13782	13785	13788
13820	13823	13826	13829	13832	13835	13887	13890	13893	13896
13928	13931	13934	13937	13940	13943	13995	13998	14001	14004
14036	14039	14042	14045	14048	14051	14103	14106	14109	14112
14144	14147	14150	14153	14156	14159	14211	14214	14217	14220
14252	14255	14258	14261	14264	14267	14319	14322	14325	14328
14360	14363	14366	14369	14372	14375	14427	14430	14433	14436
14468	14471	14474	14477	14480	14483	14535	14538	14541	14544
14576	14579	14582	14585	14588	14591	14643	14646	14649	14652
14684	14687	14690	14693	14696	14699	14751	14754	14757	14760
14792	14795	14798	14801	14804	14807	14859	14862	14865	14868
14900	14903	14906	14909	14912	14915	14967	14970	14973	14976
14984	14987	14990	14993	14996	14999	15051	15054	15057	15060

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15th September, 1986

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NOTICE IS HEREBY GIVEN that a copy of the annual report of Sharp Corporation for the year ended September 30, 1985, will be made available to holders of European Depositary Receipts for the Corporation's shares. The report will be made available to holders of the receipts from September 15, 1986.

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## Announcement

## BARNARD MARCUS

has appointed  
KATE CHESHIRE &  
YOLANDE MASTERTON  
former managers of the Mayfair  
and Clapham estate offices as  
Sales Directors of the company.  
This move by the board will  
strengthen the sales operation,  
to keep pace with Barnard Marcus's  
continuing steady growth.

## Personal

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37, Lincoln's Inn Fields, London WC2A 3LP

JOHN BRIDGEMAN, the Corporation's  
Chairman, said: "We are grateful to  
all our donors and hope that this  
announcement will encourage more  
people to contribute to the fund."

## Contracts and Tenders

## C. V. G. FERROMINERA ORINOCO C.A.

## NOTICE TO SPECIALISED COMPANIES PROJECT BOT-81

DESIGN AND CONSTRUCTION OF A BRIDGE OVER THE RIVER ORINOCO FOR THE TRANSPORT OF IRON ORE OFF THE ORINOCO RIVER.

C. V. G. FERROMINERA ORINOCO C.A., the Venezuelan iron ore producer, wishes to inform specialised companies that it is inviting tenders for the design and construction of a bridge over the Orinoco River.

The bridge is to be a steel truss bridge, 1,000 metres long, with a clear span of 100 metres. It is to be built on a 100 metre wide section of the Orinoco River.

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The bridge is to be built on a 100 metre wide section of the Orinoco River.

The bridge is to be built on



## THE ARTS

Architecture/Colin Amery

## Three candidates for super-stardom booked for RA

Not long ago, the exhibitions secretary of the Royal Academy of Arts told me he did not think that architecture was much of a draw for the public. Presumably he is now biting his nails as the R.A. prepares to open the largest architectural show seen in London for decades.

It is the largest devoted to the work of living British architects, and undiscussed sums of money (in the region of £5m) are at this moment being spent to present displays that will lure the crowds.

The star approach has been adopted. There are, at the moment, three British architects who carry not inconsiderable weight on the international scene. More importantly all of them have completed major commissions overseas.

The three architects selected for the signal honour of spectacular one-man shows at the RA are James Stirling, Richard Rogers and Norman Foster. It seems timely to look at the qualities of these architects as super-stardom and to put them into the total architectural context.

James Stirling was born in 1926 and studied architecture at the University of Liverpool. He is best known today for his spectacularly successful example of what he calls "informal monumentalism"—his extension to the Staatsgalerie in Stuttgart. His recent British commission is the Clow Wine for the Tate Gallery which will open next year to display the nation's Turner Collection. He was an unsuccessful contender to design the Salisbury extension to the National Gallery, but is now working on the adaptation of part of the Albert Dock in Liverpool for the Tate of the North.

He is unpredictable, responding in very individual ways to every commission. The City Corporation is at present considering his scheme for Mansion House Square—an intriguing replacement for the rejected Falanga/Mies van der Rohe proposal.

Richard Rogers has made a major mark abroad with the Pompidou Centre in Paris, a monument to his (and his partner Renzo Piano's) radical structural thinking. London has benefited from the controversial and liberating impact of his new Lloyd's of London. In his new role as chairman of the Tate Gallery trustees, Rogers is well placed to improve the nation's attitude to contemporary art. He is clearly an important catalyst and has the vital quality of positive enthusiasm for radical change on all fronts concerned with the visual arts.

Norman Foster has achieved international recognition for the HongKong Shanghai Bank Headquarters in Hong Kong.



The HongKong Shanghai Bank (centre) dominates the colony's financial district. Norman Foster's design will be exhibited at the Royal Academy in model form and audio-visual presentation from October 2

This is a skyscraper that has broken through conventional attitudes to high buildings and developed the office interior into an art form.

Foster was born in 1935 in Manchester and, with Richard Rogers, established the firm "Team 4" that developed architecture and its relationship with high technology. High Tech architecture, an aesthetic that depends upon the celebration of the visual language of technology, is a major contribution to modern architecture that is entirely British.

With these three leaders of opinion and design enshrined within the sacred portals of Burlington House it seems reasonable to ask what exactly the public is expected to gain from a visit to the exhibition? First, there will be a settled format for the show. Each architect will display one completed and built example of his work. The other half of the exhibit will show either a project that was designed and not erected, or a speculative proposal. This element of the exhibition promises to be the most interesting.

In the main gallery of the Academy, Gallery III, Richard Rogers will display proposals for the improvement of London.

Along the whole length of the gallery will be a tank of dark water simulating the Thames. Here Rogers will explore the potential of what he considers to be a neglected part of London. From the South Bank he proposes a new link to replace the Hungerford Bridge—probably one of the ugliest bridges in the world—and a series of floating islands in the Thames. This is the kind of adventurous thinking London needs.

Through a series of giant circular portals, it will be possible to examine models of Lloyd's—a chance to match the architect's original conception to the reality of the building.

James Stirling has designed for the Academy a large walk-in model of the essence of the Stuttgart Gallery, using the colours and materials of the original. Like a giant sculpture, it will convey the elemental nature of the design and show architecture as a constructional and sculptural medium. There will also be an opportunity to see the proposals that Stirling submitted for the extension to the National Gallery. These will have been substantially developed from the scheme presented to the museum earlier this year, including a lavish

perspective of the appearance of the new wing in relation to Trafalgar Square.

Norman Foster's exhibit will bring the Hong Kong Shanghai Bank to London, both in model form and in an elaborate audio-visual presentation. Of more recent interest are his proposals for the redevelopment

of the Langham Hotel site for the radio division of the BBC. This is likely to be seen as one of the missed opportunities for London. In this scheme Foster showed an almost classical ability to design in glass and stone. It should show, once and for all, that highly technical facilities can be accommodated

## Arts news in brief...

Deloitte Haskins & Sells, enjoying the new freedom that accountants and management consultants have to promote themselves, is to sponsor the National Theatre's production of *The Pied Piper*, which joins the repertoire in November.

Written by Adrian Mitchell and Alan Cohen, and with music by Dominic Muldowney, it will be performed at matinees. Around 500 children from LEA schools will take part in *The Pied Piper* which maintains the NT's tradition of one production each year aimed at young people.

Deloitte's is putting over £50,000 into the sponsorship and will buy out the theatre for a performance before Christmas to entertain clients

and their children. It is also taking steps to give to children's charities. This is the second production at the NT to find a sponsor—the first was *The Threepenny Opera*. It is also Deloitte's second art sponsorship. It favours off-beat, crimpily articulated, accessible in style, music. The production of *Samuel Butler's* *Narcissus* which showed up the risks of investing in the Stock Exchange.

The Count Basie Orchestra comes to the Barbican in London on October 1 to give one of the concert under the direction of Frank Foster, the saxophonist, composer-arranger and Basie alumnus. With the band will be vocalist Carmen Bradford.

This celebration of British architectural talent elevates the exceptional but does not explore many of the reasons for their success. In the eyes of the public who, after all, are the consumers, their work is isolated from the fabric of everyday life. The landscape of our lives depends upon so much more than the individual talents of particular designers. The risk of an exercise like this at the Academy, is that the architects will appear to have entered the Pantheon and become yet more remote and distant.

I suggest that Foster and Rogers will appear as technical wizards rather than poets. Stirling, if his message comes across, should be seen as the great promoter of a return by modern architects to a cultural context that has historical roots. His work at Harvard (the Fogg Museum), at the Tate Gallery and at the Royal Academy, is that the architect will appear to have entered the Pantheon and become yet more remote and distant.

The aesthetic of technology is all around us. A Japanese camera or a computer are close relatives to the work of Rogers and Foster. Stirling sees and struggles to express the more elemental, mythic and heroic side of architecture. These are the missing elements to modern architecture. It is the almost dead concepts of decoration and meaning.

It would be churlish to wish the RA show anything other than public success. If it succeeds in drawing attention to the current transitional period in architecture—the move from doctrinaire mechanics to beauty and life—it will have opened the nation's eyes. The show is to be open to the public on October 3.

## Last Night of the Proms

Andrew Clements

Ever since the BBC sought to preserve a sliver of seriousness in the Last Night by allowing the theme of the year's Proms to infiltrate the festivities, this extraordinary cultural extravaganza has become quite a schism. Straightforward and often most enterprising novelties are now juxtaposed with the too-curling embassies of the community singing, which seems to generate a mindless momentum of its own: does the Last Night audience actually realise what it is singing in "Land of Hope and Glory," and this at the Academy, post-Falklands era, not bluish with shame?

This has been an Italian season, so the first half of Saturday's event was devoted to Puccini's not always an operatic extract (though something like the last act of *Turandot* would have fitted the context rather well) but a pair of early rarities, the *Prologo* (1874), written when its composer was 18, and the *Messa di Gloria* of 1880. Both works present fascinating glimpses of the young Puccini piecing together the style he would deploy to such devastating theatrical effect, as well as suggesting lines of development he chose to turn aside.

The American overtones of the *Prologo* are the most surprising: the string writing of *Lohengrin* had clearly been thoroughly studied and integrated into what remains a sustained, yet still Italianate orchestral study, more impressive in its way than the mass of four years later. There the mix of styles is far less coherent: there are flashes of the later ecclesiastical vein (the *Kyrie* was lifted directly into *Edgar*, and the *Agnus Dei* re-employed in the second act of *Monna Lisa*) and some more or less digested goblets of Verdi harmony, but the tendency to lapse into fugue at the most obvious moments and passages of unredeemed four-square vocal setting obscures the work as a whole to the category of historical interest only.

Performances, by the BBC Symphony Chorus and Orchest-

tra, with David Rendall, David Wilson-Johnson, and Matthew Best the tenor, baritone and bass soloists in the mass, were attentive and lively. Raymond Leppard was the conductor for the evening, and he included a trio of suitably sun-drenched British works to keep the Mediterranean influence going into the later stages—Walton's *Scapino Overture*, Bar's sub-Debussy *Mediterranean*, and Britten's *Serenade*. Leppard's speech was short and appropriate, and the rest followed along its tired, anachronistic path, before anyone was allowed to escape into the fresh air.

Two nights earlier, breathing the air of another planet altogether, Simon Rattle had brought the City of Birmingham Symphony Orchestra for its second visit to the Albert Hall this autumn. Their programme was calculated to show both conductor and orchestra at their very finest: Ravel's *Alborada del gracioso*, spikily rhythmic, pungently coloured, and Britten's *Serenade* wrought in clearly defined lines, every profile sharp and not an impressionistic haze in sight, with Rakhmaninov and Sibelius to follow.

The soloist in Rakhmaninov's Fourth Piano Concerto was Philip Fowke, who coped splendidly with the work's bravura demands and recherché rhetoric, less convincingly with its range of colour when his tone seemed hard and unyielding in fortissimos. Rattle's accompaniment was exemplary, one passage, an unaccompanied *gitar*, delivered with perfect refinement and balanced expressivity, demonstrated what a superbly responsive body the CSO has become under his tutelage. Sibelius's Seventh Symphony too had the feeling of a thoroughly well-drilled, relaxed, idiomatic reading: Rattle's basic pulse is faster, less marmoreal than many, but it still manages the climaxes with no diminution of grandeur or intensity.

## Worlds Apart/The Other Place

Michael Coveney



Janet McTeer

Worlds Apart in The Other Place, Stratford-upon-Avon, is a sprawling, informative and completely fascinating play by the Cuban writer José Triana, who began writing it in 1978, a year before he finally left Havana to live in Paris. An earlier play of his, *The Crumbs*, was done by the RSC in 1987. This one, adapted by Peter Whelan from a literary translation by Kate Littlewood, presents a fragmentary but tellingly vital picture of life in Santa Clara and Havana between 1894 and 1934, as the wars against Spain gave way to the independence of 1902 and subsequent American economic and political intervention. Fidel Castro looms large but of course unborn.

The Andalusian Catholic code of honour imported from the last of the *Barroco* is a central binding theme in the life story of Victoria, who dreams and recoils the play as an unfulfilled mother with a jaw as firmly set against the libido as Glenda Jackson's in the *Lorca* play at Hammermith. She is the daughter of a farmer whose sugar mill and plantation is the focus for unrest among the Creole slaves, revolutionary stirrings among the farm managers and other aspects of political ferment as the children grow to adolescence and respectable marriage.

Nick Hamm's full-blooded production gives us a wonderfully evocative succession of scenes spiced with Creole choruses, Spanish tangos and Cuban folk songs. His cast is exceptionally susceptible to this music, proving a veritable dance company in the colourful wedding party scene. Chris Dyer's design uses the upper level as a balcony and veranda, various locations conjured in an ingenious arrangement of standing screens, mirrors, doorways and white gauze blinds. At the wedding of Victoria and Joaquin (David Haig gives another eye-catching performance), lanterns appear along with the newly-invented gramophone and a growing table of food and drink. The

festive atmosphere is delightfully contagious. The paterfamilias Ricardo (David Killick) resists invitations to come off the political fence by taking the family to New York, an episode submerged beneath the scenes of severely monitored growing up and subsequent marriage. Victoria cannot consummate her relationship, is seduced by her husband's boss (a stily seductive Henry Goodman), and after a period of backsliding release, returns to the family fold with the intention of remaining an honourable woman. In a scene as rich and disturbing as the wedding party, Joaquin and two relations celebrate the formation of a new house with a course unborn.

One of the joys of my job is reporting the career of a brilliant young actress such as Janet McTeer. As Victoria she again displays a full range of emotion and physical gesture, graduating from adolescent sexual acquiescence to a disastrous marriage bed blighted by her illicit vision of lust. That speech where she confesses, quietly and disturbingly, an obsession with a mysterious mulatto later killed with other revolutionary revelations, will be for me an unforgettable highlight of this year's Stratford season. Her brother Carlos, superbly played by Philip Frank, is a mouthpiece critical of the Spanish honour code, defecting like his creator to France, called by corruption in public life. His sister Alicia, equally well played by Joely Richardson, marries the obnoxious incarnation of the racist Cuban landlord (Martin Jacobs) and is struck down with a paralytic disease.

The fine cast also includes Anna Friel as the family friend, Rosalind, Boris Gils as a grand-mother proud of reaching the age of 85 untouched by masculine hand (a complementary condition to Patricia Hayes's at Hammermith), Geraldine Fitzgerald as a slinkily unapologetic middle-class slut and Jeremy Pearce as an earth-hardening farm manager.

## Swan Lake/Covent Garden

Clement Crisp

It is a particular merit of the *Swan Lake* which Peter Wright and Gerd Scheller have made that the old text is everywhere treated as a matter for serious consideration. The production, and Philip Frow's broodingly beautiful designs, are not just another reliquary for the dusty (if sacred) remains of a once-hallowed piece of dance theatre. The staging proposes a view dramatic and coherent of Odette's tragedy and the High-Gothic world of Siegfried.

From the attention-grabbing first sight of the funeral procession during the first act, to the appearance of Siegfried's drowned body as the action ends, we see not merely narrative logic (which can be a bore in the poetic world of ballet)

but the dream-truth of legend and the emotional tension to sustain it. There is an unashamedly elegiac mood to the lake-side scenes; a genuine sense of momentum to the dances amid the fires of red and gold in Frow's designs for the ballroom, all of which were, on Friday night, the proper frame for Galina Samsova's grandly communicative performance as Odette/Odile.

For the Swan Queen, Samsova offers dancing having the simplicity and inevitability which came with complete understanding and a true physical sympathy with the role. Poses are allowed to speak of feeling without gratuitous decoration, the dance flows in long, softly accented paragraphs, as if pouring cream, yet never bland or creamily

monotonous. There is dignity at every moment and a Russian trained amplitude that can make an arabesque seem both taut and generous.

Odile, wisely trimmed of her jewelled, glowed irresistibly, a projection of von Rothbart's will, and the clear relationship with Aladin Dubredil's dominating view of the villain was vivid in drama as the dance was in physical alchemy.

The Siegfried, new to Covent Garden, was Peter Jacobson. His training in Sweden, Lenin-grad and New York has given him a technique well-rounded and excellent in articulation. His reading of the Prince is boyish, a decent and self-absorbed princeling caught up in a grand passion he cannot properly comprehend nor yet fully expressed to us.

A programme of Beethoven sonatas on Thursday brought to the Barbican Hall the team of Lynn Harrell and Vladimir Ashkenazy. Both players proved to be in exceptionally fine form—strong individuals, a direct and impassioned team. It was a special pleasure to be given such certain evidence that Ashkenazy's mind and fingers were fully concentrated on the piano—since his additional assumption of the conductor's role that is by no means reliably the case on piano nights. Harrell has always been a callist with power and technical ease to spare, but on Thursday the physical qualities were at the service of musical communication.

The choice was satisfyingly balanced—the first two of the five sonatas before the interval,

## Harrell &amp; Ashkenazy/Barbican

Max Loppert

the last after it. In the first sonata, the F major (Op 5 no 1), Beethoven is still testing the waters of instrumental balance; the piano dominates, and Ashkenazy set the tone with his broad-spreading yet crisply articulated cantabile in slow music, his tinglingly energetic attack in fast.

In this performance it was (as it always ought to be) an adventure to elicit remote usual regions (A in the first movement, D flat in the second); there was a great deal of lightly infected humour in the finale; the moods of the whole piece were exactly gauged, in the G minor, Op 5 no 2, the musical range enlarged, and so did the callist's role in shaping and directing the melodic flow. The finale was the first real call on his virtuosity, and it was excitingly answered.

All of this could hardly be accounted a prelude to Op 105 no 2, yet the grandly angular and taxing D major sonata has a way of chasing earlier impressions entirely out of mind—at least, when it is enriched with the combination of fierce, driving directness and cool control that marked this performance. The opening flourish never lost its potential for melodic grace; Harrell's soft playing in the middle movement was sustained with a glorious singing and subsequent music now sounds good in the Barbi. Can. Either the acoustical improvements have made the difference, or else chamber vocal-making of this quality is indefatigable.

## Arts Guide

Music/Monday, Opera and Ballet/Tuesday, Theatre/Wednesday, Exhibitions/Thursday. A selective guide to all the Arts appears each Friday.

September 12-18

## Music

**PARIS**  
Mark Vanclovsky, Cello, Christine Lacombe, Cello, Michael Waisman, Piano, Richard Rodman, Kodaly, Sibelius, Mikstrovsky (Mon 7pm), Auditorium des Halles, 5 Porte-Sainte-Eustache, Metro St Halles, Châtelet-Collard, 12pm One hour with Beethoven (Tue 8.30 pm) Auditorium des Halles.

Orchestra National de France conducted by Myro Andre Alain Mermet, Cello, Debussy, Chana, Lutz (Wed 8.30 pm) Opera, Salle 1, 125 Ave de Suffren.  
Chandos, London, Suite Marie-Claire Janet, Hays, Mozart, Pergolesi, Debussy, Ravel (Tue 9 pm) Saint-Severin Church (4838761).

**LONDON**  
London City Chamber Orchestra conducted by Thomas McIntosh, Euro-

zi, Queen Elizabeth Hall (Tue), (4832181).  
London Mozart Players conducted by Jane Glover with Rachel Ormrod, piano, Haydn, Mozart and Robert Schumann, Royal Festival Hall (Wed), (4832181).

The Zingari Mandolinists, Brahms and Schubert, Purcell Room (Wed), (4832181).  
London Philharmonic Orchestra conducted by Klaus Tennstedt with Maurizio Pollini, piano, Beethoven, Royal Festival Hall (Thurs).

Orchestra of St John's Smith Square conducted by John Lubbock with Alexander Britten, cello, Mozart and Tchaikovsky, Queen Elizabeth Hall (Thurs).

**BIRMINGHAM**  
Fakela des Beaux Arts: Augustin Dumay, cello and Jean Philippe Collard, piano, Fauré Prokofiev, Brahms (Tue) Region National Orchestra conducted by Mendi Roda with Teresa Berganza mezzo-soprano, Berg, de Falla, Monteverdi, Brahms, (Thurs).

**ITALY**  
Milano Teatro alla Scala: Kurt Masur conducting Richard Strauss and Beethoven (Wed and Thurs) (30.51.28).

**NETHERLANDS**  
Amsterdam, Concertgebouw, Robert Schumann conducting the Netherlands Philharmonic with Rilla De-vorich, piano, Schumann, Bruckner (Mon, Tue). The North Holland Philharmonic with a Viennese evening (Wed, Thurs) (71.83.45).  
The Hague, Concertgebouw, The Netherlands Chamber Orchestra

under Antoni Ros-Marja, with David Bick, piano, Nielsen, Beethoven, Vortman, Mozart (Mon), (3490 09).

**VIENNA**  
Concerts conducted by Nikolaus Harnoncourt with Herbert Tache, organ, Paul Roswood, counter-tenor, Bach, Handel, Augustin-Harris (Sat 10.40), (Wed).

George Rader, leader, Premier Dama, piano, Schubert, Fauré, Williams, Schumann, Bloch, de Falla, (Thurs).

**NEW YORK**  
New York Philharmonic (Avery Fisher Hall): The season opens with Zubin Mehta conducting, Erik Perlman violin, Sereas, Chanson, Ravel, Tchaikovsky (Tue); Corigliano, Bartok, Brahms (Thurs), Lincoln Center (345449).

**WASHINGTON**  
National Symphony (Concert Hall): Mehta, Rostropovich, conducting, Arden Anger soprano, Weber, Mozart, Mahler (Tue) Andrew Litton conducting, Richard Strauss, Charles Richter, Corigliano, Rachmaninov (Thurs), Kennedy Center (343476).

**TOKYO**  
NHK Symphony Orchestra, conducted by Wolfgang Sawallisch, Stravinsky, Schostakovich, NHK Hall (Wed, Thurs) (4832181).  
The Concerto House Orchestra (Amsterdam), Mozart, Bruckner (Wed) Ravel, Debussy, Dvorak (Thurs) Elton Memorial Hall, Shota Womani College, Sangajaya, (371168).

## To the Holders of AOKI CORPORATION

U.S. \$100,000.000

4 1/2% Guaranteed Notes due 1991 with Warrants

NOTICE OF FREE DISTRIBUTION OF SHARES

AND

ADJUSTMENT OF SUBSCRIPTION PRICE

Pursuant to Clauses (A) and (B) of the Instrument dated March 13, 1986 under which the Warrants to subscribe for shares of Aoki Corporation were issued, you are hereby notified that a free distribution of shares of our Company at the rate of 0.07 share for each one share will be made to the shareholder of record as of September 30, 1986.

As a result of such distribution, the Subscription Price at which shares are issuable upon exercise of said Warrants, will be adjusted pursuant to Condition 7 of the Warrants, from 708 Japanese Yen per share of common stock to 717.30 Japanese Yen per share of common stock, effective October 1, 1986.

AOKI CORPORATION

Dated: September 15, 1986

NOTICE OF DEFAULT

To the holder of

RepSteel Overseas Finance N.V.

11 1/2% Guaranteed Bonds Due 1988

On July 17, 1986, RepSteel Overseas Finance N.V. (the "Company") and LTV Steel Company (the "LTV") entered into a loan agreement (the "Loan Agreement") pursuant to which the LTV has agreed to loan to the Company the sum of \$10,000,000 (the "Loan"). The Loan Agreement provides that the Loan shall be repaid to the Company by the LTV on or before July 17, 1988.

As the Loan Agreement is also a credit agreement with the Company, Manufacture has a potential conflict of interest. In the best interests of the holders of the Bonds, therefore, Manufacture has notified the Company and the Guarantor of the intention to resign as trustee. The Company must appoint a successor trustee pursuant to Section 6(b)(4) of the Indenture, and Manufacture is assisting the Company in locating an appropriate successor.

Holders of this bond are requested to file their names and addresses with Manufacture at its address provided below.

By: Manufacture Hanover Trust Company,  
Trust Department  
600 Fifth Avenue  
New York, New York 10020

Dated September 15, 1986

US\$20,000,000

Floating Rate US Dollar Negotiable

Certificate Deposit

Due 15th October, 1987

Callable at the issuer's option

on the 15th October, 1988

Mitsubishi Trust & Banking Corporation

London

In accordance with the terms set out in the Certificate Deposit, Mitsubishi Trust and Banking Corporation have selected to exercise their call option. The certificate will therefore mature on 15th October, 1988 and payment will be effected on the principal amount plus interest at Mitsubishi Trust & Banking Corporation, 35 Lombard Street, London EC3V 9AL.

Mitsubishi Trust Finance (Asia) Limited — Hong Kong (formerly known as Australia — Japan International Finance Limited — Hong Kong).

Manager and Agent



## FINANCIAL TIMES

BRACKEN HOUSE, CANNON STREET, LONDON EC4A 3DF  
Telegrams: Finantime, London PS4. Telex: 8954871  
Telephone: 01-248 5000

Monday September 15 1986

## Retreat from dirigisme

WITH THE naming of the first three companies to be privatised, the Government of Mr Jacques Chirac is setting out on a programme of asset sales which will reverse the ill-judged nationalisation of the 1980s. But the French Government's strategy represents more than a British-style U-turn as one party succeeds another. The aim of the new administration is to make a decisive break with the dirigisme which has characterised French governments of the right as much as the left.

Learning from the experience both of President Reagan and of Mrs Margaret Thatcher, the Chirac Government is putting the emphasis on lower taxes, deregulation and greater freedom for individuals and companies; already price and exchange controls have been largely dismantled. In spite of its narrow parliamentary majority and the difficulties of "cohabiting" with a socialist president, there is a firm intention to move France in the direction of a more dynamic market economy.

The task is made somewhat easier by the fact that in its last two years in office the Socialists had begun to adopt almost Thatcherite policies on the control of public expenditure, the restructuring of industry and the liberalisation of financial markets. In addition, the initial programme of privatisation for all its faults did make it possible to correct some of the errors arising from the interventionist policies of the Giscard Government; as a result, several state-owned companies are now in better shape to be sold off to private investors.

The privatisation plans do not include public utilities comparable to British Telecom or British Gas, but the Government intends to follow Mrs Thatcher's example in using the proceeds as a means of greatly extending share ownership among employees of the companies concerned and among the public at large.

Mr Edouard Balladur, Minister of Finance, hopes that privatisation will lead not only to a wider diffusion of wealth but also to a better understanding about how the market economy works.

Apart from the constraints of market capacity on the pace of privatisation, "cohabitation" and the slender parliamentary majority will restrain the speed and extent of the other transformation which the Chirac Government wants to bring about. As in the British Conservative Party, there are also differences of emphasis in the governing coalition between the pragmatists like Mr Balladur and the more radical free market thinkers such as Mr François Léotard and Mr Alain Madelin. But Mr Balladur has made it clear in interviews over the past few days that he sees large and irreversible moves in the direction of "liberalism" as essential for the recovery of the French economy.

Another constraint is the need to maintain social peace. This is especially relevant in a case such as steel, where France has further to go than the UK in adjusting capacity to demand and in raising productivity. Given the French Government's extreme reluctance to provoke a confrontation of the sort which Mrs Thatcher had to endure in the miners' strike, the restructuring process is certain to be handled cautiously. The same applies to the removal of rigidities in the labour market, such as the minimum wage arrangements.

Old patterns There is bound to be scepticism outside France about the likelihood of a genuine and lasting shift away from the dirigiste habits which are so deeply entrenched in the French system. To outsiders, two of the most striking features of French economic and industrial policies have been an aggressive defence of national interests and a close rapport between government and big business; some of France's industrial successes, as in nuclear power and aerospace, have been based in part on the intimate relationship between technocrats in the public and private sectors.

Clearly these old patterns of behaviour will not suddenly disappear, but the new emphasis on allowing markets to work and on reducing the role of government is welcome. Some members of the Chirac cabinet have been an important factor in finally persuading President Mitterrand to agree to a summit which could do him no good with his own people.

The US, meanwhile, failed in its efforts to involve Jordan in the peace process, with PLO, is standing warily in the background. King Hussein rightly believes that he cannot attempt to negotiate on behalf of the people of the occupied territories as long as they see the PLO as their sole legitimate representative.

Agreement between Israel and Egypt to resumed peace talks is no more than a starting point. Mr Peres's willingness to entertain the idea of negotiations within the framework of an international conference involving the permanent members of the UN Security Council signifies some progress because all the Arab parties to the conflict insist upon one. In the last analysis, involvement of the Soviet Union is probably unavoidable as a comprehensive settlement must be defensible to involve Syria.

Real progress Differences over the principle of Palestinian self-determination and the role of the PLO remain as fundamental as ever, however. In 1987 the best that can probably be hoped for is talks on autonomy, within the right and adequate context, of the Camp David accords and the peace treaty of 1979—the only basis acceptable to the Likud.

They failed in the past even to bring about the self-governing authority which should have been established by 1984. Before any real progress can be made, profound changes in the Israeli electorate's view of the occupied territories and in the leader of the Likud bloc which refuses to contemplate any territorial compromise. The

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TRADE Ministers of the non-Communist world meet today in the almost deserted out-of-season summer resort of Punta del Este, Uruguay, to resolve crucial disagreements about how to reverse an accelerating drift away from free trade. They have a week in which to agree an agenda that will set in motion the most ambitious round of negotiations since the General Agreement on Tariffs and Trade was created after the Second World War.

So much has been invested in this attempt to launch the eighth Gatt round, so many reputations are at stake, and so unlikelihood are the consequences of failure, that only a diplomatic disaster this week can prevent it happening now.

Yet as the starting gun is fired for a four- or five-year negotiating marathon, the rumours are unsettling—fighting over the starting blocks, not going determinedly down the track.

Little has happened to suggest that fundamental differences over the scope of the talks and approaches to important issues have been settled since the committee in Geneva preparing for the talks failed to agree on a draft declaration for the ministers—although there have been reports that the US and France have now come to some understanding over trade in agriculture.

The 82 signatories of the General Agreement may be united in their conviction that the Gatt is the best and only means of ensuring the spread of free trade, but they are divided in their ideas on how the Agreement should be rewritten to carry the opening system into the next century.

Some even doubt that it can be rewritten in anything like recognisable form to cope with the strains of industrial adjustment and unemployment in the West, of debt and development in the Third World, and of huge imbalances between the trading superpowers of the US and Japan.

The trade ministers meeting in Punta del Este know they are engaged in a defensive campaign to save the cardinal principle of the Gatt: that a concession to one party is a concession to all, that protection should be visible, temporary and non-discriminatory, and that grievances are judged and settled in open forum. In other words, their primary task is to restore the credibility and authority of the Gatt. Only then can existing breaches of Gatt discipline be dealt with and the process of liberalisation move ahead. For the moment at least, trading nations are rather like the child in the Belloco rhyme: only keeping his head above water, afraid of finding something worse.

The Gatt started life in 1948 as a treaty between rich nations regulating trade in goods by means of tariffs. It was the forum in which major tariff reductions were exchanged in successive rounds. The Tokyo Round, which ended in 1979, then moved on to a preliminary attack on non-tariff barriers and the first real participation of the developing countries.

Today the developing countries comprise two-thirds of the membership and interests have begun to polarise around a North-South axis. This has enormously complicated the political task of preserving a treaty that is strong enough to ensure predictable market access for producers in rich and poor countries alike, but loose enough to recognise big disparities in economic development.

The new round is an attempt to renegotiate rules and to open up the two-thirds of the membership in the three broad areas of agriculture, manufacturing and services. This must be done in a way that gives free play to the comparative advantages of North and South—whether it is in growing coconuts or selling credit cards.

Of the three areas, only manufacturing is systematically covered by Gatt articles. But the rules have been bypassed in a web of non-tariff agreements (so-called voluntary restraints) mainly directed by the US and EEC against the new competition from Japan and other parts of Asia, and Latin America.

In return for dismantling illegal protection, the older industrialised countries will expect the removal of the high tariff walls and other barriers thrown up against them to protect "infant" industries in the developing world—which the industrialised world argues have now reached maturity.

For agriculture, everyone agrees, the Gatt rules are hopelessly inadequate. But they are inadequate because countries everywhere regard food production as a strategic industry and the weakness of the rules has been deliberate. In Uruguay, ministers will be responding to the crisis of overcapacity in world agriculture created by production and export subsidies that even the richest nations can no longer afford. If all goes well, the new round could be the first step on a long road to treating agriculture like any other industry.

As for trade in services, there are no Gatt rules at all. Majority opinion in the Gatt is with the US: that a system that makes no provision for a quarter of world trade is doomed to expansion. But a headline minority of developing countries—fearful of the damage that Western services will do to their fledgling service industries—will fight every inch of the way this week to put services in the margins of the negotiations, if not banish them altogether.

The preparatory committee in Geneva left the trade ministers with three texts to consider. One, submitted by Colombia and Switzerland, is a symbolic coalition of an industrialised and a developing country—would have secured the backing of the majority of Gatt's members, had not the

new round included a programme to bring about a "marked reduction in the use of subsidies".

The 14, which comprise a cross-section of interests from major wheat and meat exporters such as Australia, Argentina and Canada to an Asian rice exporter, Thailand, and an Eastern bloc food exporter, Hungary, will work together on agriculture in Punta del Este.

So far the EEC tactic has been to give nothing away on agriculture. The rest of the 12 have followed France's stand on the intractability of the Common Agricultural Policy. EEC negotiators aim to keep tight control of agricultural matters in the new round; they insist that farm subsidies or anything affecting agriculture can be handled only in one negotiating committee and they reject the US demand that agriculture be one of the issues given priority in the new round. A compromise over agriculture by the end of the week is crucial if the new round is to be successfully launched.

At Punta del Este, Japan—long Gatt's silent partner—could start playing a role commensurate with its economic stature, particularly if the US and the EEC try to write into the ministerial declaration words critical of Japanese import practices.

Mr Hagime Tamura, the country's trade minister, curtly dismissed at the Sintra meeting the idea that Japan's trade surplus could be an object for negotiation in Gatt. Tokyo has

also sent its foreign minister to Punta del Este.

But it is the US which is likely to take centre stage at Punta del Este. Washington has shown in three ministers—Yeutter (trade), Baldrige (commerce) and Lynn (agriculture)—and the US team has taken up a commanding position at the Hotel San Rafael, where the ministers will hold their plenary meeting.

The Reagan administration has prodded and cajoled the Gatt towards a new round. It has much at stake domestically, since the promise of new trade liberalising talks has been used to stem protectionism in Congress. If the US does not get what it wants, the barriers could go up at its borders.

US officials have been talking tough in the past few days. The threat of a \$200m trade deficit in 1986 should make it clear to everyone that the US cannot make concessions on essentials they say.

Such are normal tactics at the start of important negotiations. But Mr Yeutter has warned publicly that, if the US does not get satisfaction at Punta del Este over issues such as the "new" areas, then there may be no new round.

Underlining US determination to get a result, its officials have indicated that Washington would not worry too much if the Gatt principles of moving by consensus and of not wanting to go along with the programme of the majority could "go hang," a US official suggested. This militancy is aimed at Brazil and India which have been fighting to have the "new" issues excluded from the programme.

The developing countries comprise more than two-thirds of Gatt's 82 members. Many of them still see the organisation as a "rich man's club" in which their interests always take second place. The question of how Gatt can better serve them must be thoroughly ventilated in the new round.

The US answer is simple: a sweeping extension of free trade will help everybody, including the "rich man's club". It would "increase their stock of trading opportunities," Mr Yeutter has said.

The price of failure this week would be heavy indeed. It would be a signal to protectionist lobbies everywhere that the Gatt, without the transmutation it needs, is doomed to extinction. The US could be expected to carry out its threat to push its demands bilaterally, trading partners elsewhere that the Gatt without the transmutation it needs, is doomed to extinction. The US could be expected to carry out its threat to push its demands bilaterally, trading partners elsewhere that the Gatt without the transmutation it needs, is doomed to extinction.

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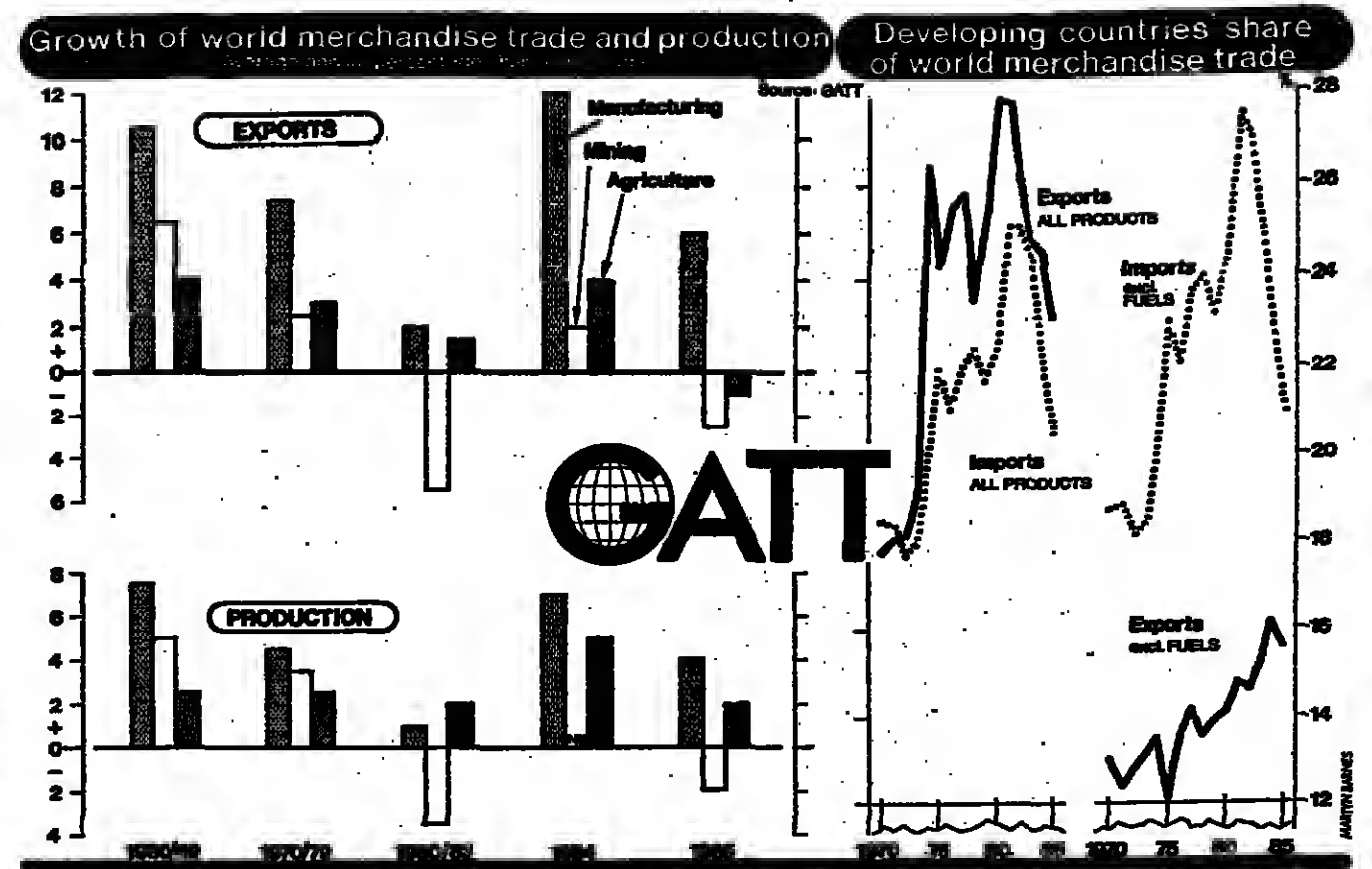
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## GATT

## When failure is unaffordable

By Christian Tyler and William Dullforce



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Of the three areas, only manufacturing is systematically covered by Gatt articles. But the rules have been bypassed in a web of non-tariff agreements (so-called voluntary restraints) mainly directed by the US and EEC against the new competition from Japan and other parts of Asia, and Latin America.

In return for dismantling illegal protection, the older industrialised countries will expect the removal of the high tariff walls and other barriers thrown up against them to protect "infant" industries in the developing world—which the industrialised world argues have now reached maturity.

For agriculture, everyone agrees, the Gatt rules are hopelessly inadequate. But they are inadequate because countries everywhere regard food production as a strategic industry and the weakness of the rules has been deliberate. In Uruguay, ministers will be responding to the crisis of overcapacity in world agriculture created by production and export subsidies that even the richest nations can no longer afford. If all goes well, the new round could be the first step on a long road to treating agriculture like any other industry.

As for trade in services, there are no Gatt rules at all. Majority opinion in the Gatt is with the US: that a system that makes no provision for a quarter of world trade is doomed to expansion. But a headline minority of developing countries—fearful of the damage that Western services will do to their fledgling service industries—will fight every inch of the way this week to put services in the margins of the negotiations, if not banish them altogether.

The preparatory committee in Geneva left the trade ministers with three texts to consider. One, submitted by Colombia and Switzerland, is a symbolic coalition of an industrialised and a developing country—would have secured the backing of the majority of Gatt's members, had not the

new round included a programme to bring about a "marked reduction in the use of subsidies".

The 14, which comprise a cross-section of interests from major wheat and meat exporters such as Australia, Argentina and Canada to an Asian rice exporter, Thailand, and an Eastern bloc food exporter, Hungary, will work together on agriculture in Punta del Este.

So far the EEC tactic has been to give nothing away on agriculture. The rest of the 12 have followed France's stand on the intractability of the Common Agricultural Policy. EEC negotiators aim to keep tight control of agricultural matters in the new round; they insist that farm subsidies or anything affecting agriculture can be handled only in one negotiating committee and they reject the US demand that agriculture be one of the issues given priority in the new round. A compromise over agriculture by the end of the week is crucial if the new round is to be successfully launched.

At Punta del Este, Japan—long Gatt's silent partner—could start playing a role commensurate with its economic stature, particularly if the US and the EEC try to write into the ministerial declaration words critical of Japanese import practices.

Mr Hagime Tamura, the country's trade minister, curtly dismissed at the Sintra meeting the idea that Japan's trade surplus could be an object for negotiation in Gatt. Tokyo has

also sent its foreign minister to Punta del Este.

But it is the US which is likely to take centre stage at Punta del Este. Washington has shown in three ministers—Yeutter (trade), Baldrige (commerce) and Lynn (agriculture)—and the US team has taken up a commanding position at the Hotel San Rafael, where the ministers will hold their plenary meeting.

The Reagan administration has prodded and cajoled the Gatt towards a new round. It has much at stake domestically, since the promise of new trade liberalising talks has been used to stem protectionism in Congress. If the US does not get what it wants, the barriers could go up at its borders.

US officials have been talking tough in the past few days. The threat of a \$200m trade deficit in 1986 should make it clear to everyone that the US cannot make concessions on essentials they say.

Such are normal tactics at the start of important negotiations. But Mr Yeutter has warned publicly that, if the US does not get satisfaction at Punta del Este over issues such as the "new" areas, then there may be no new round.

Underlining US determination to get a result, its officials have indicated that Washington would not worry too much if the Gatt principles of moving by consensus and of not wanting to go along with the programme of the majority could "go hang," a US official suggested. This militancy is aimed at Brazil and India which have been fighting to have the "new" issues excluded from the programme.

The developing countries comprise more than two-thirds of Gatt's 82 members. Many of them still see the organisation as a "rich man's club" in which their interests always take second place. The question of how Gatt can better serve them must be thoroughly ventilated in the new round.

The US answer is simple: a sweeping extension of free trade will help everybody, including the "rich man's club". It would "increase their stock of trading opportunities," Mr Yeutter has said.

The price of failure this week would be heavy indeed. It would be a signal to protectionist lobbies everywhere that the Gatt, without the transmutation it needs, is doomed to extinction. The US could be expected to carry out its threat to push its demands bilaterally, trading partners elsewhere that the Gatt without the transmutation it needs, is doomed to extinction.

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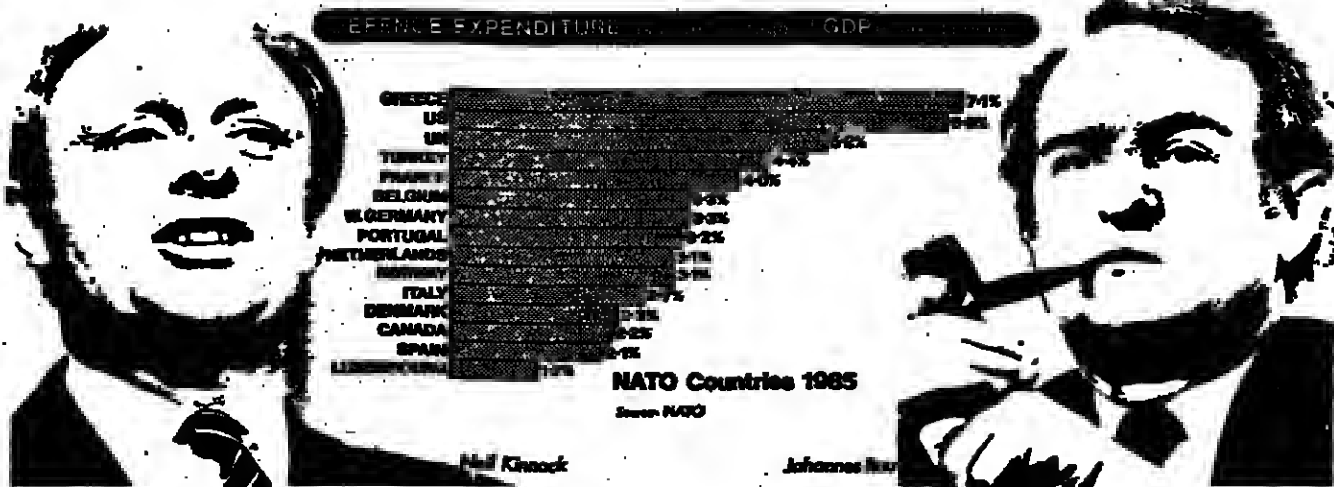
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## FOREIGN AFFAIRS: EUROPEAN DEFENCE

## Illusions of the left

By Ian Davidson



ALTHOUGH THE Chernobyl explosion was a manufactured disaster for the Soviet Union, it has also created, as a by-product, an unconventional political dividend which may yet seriously embarrass the West. It has given added impetus to the hostility of left-wing parties in Western Europe to nuclear power, whether civil or military. The SPD party in West Germany has just taken a lurch in this direction: the Labour Party in Britain is about to do the same.

The recent SPD Congress called for the removal of the American cruise and Pershing II missiles from Europe, the hope that the Russians might follow suit with their SS 20s. The programme for Labour's forthcoming annual conference reiterates the party's commitment to end Britain's nuclear deterrent by cancelling the purchase of the Trident submarine missile system, and calls for the removal of all nuclear weapons from NATO's forces on the central front.

Of course, defence is such an emotive issue for left-wing parties that debate invariably throws up a plethora of evasions and ambiguities. The SPD Congress may well have removed all the US Euro-missiles from Germany; but the party's official platform for next January's elections will not be decided until next month, by its new leader, Mr Johannes Rau; and his opinions are not entirely clear, they do not coincide with those of the ultra-left either.

The document for the Labour Party conference is quite explicit on the commitment to cancel Trident and Trident, and on the need to move NATO towards a policy of No First Use of nuclear weapons, and then to a nuclear-free zone in Europe; but you have to look for the party's policy platform. Defence and Security for Britain, to find the specific commitment to "the unconditional removal of all US nuclear weapons from British bases, from British soil and British waters." Yet the 1984 platform is still apparently party policy, and is repeatedly cited in this year's defence document as the relevant background for party debate.

It is sometimes held that the current unilateralist, anti-nuclear leanings of the German SPD need not cause any serious loss of sleep in the Atlantic Alliance, because the SPD has no chance of winning the next elections in Germany; and that it is too soon to worry about the Labour Party's unilateralism, because Mr Neil Kinnock, the leader, is a shrewd fellow who knows that Labour's showing in 1989 was badly dented by its neutralist image, and will be determined to avoid that mistake next time round. We are certainly true that the policy statement which will be discussed at this

year's Labour Party conference asserts that a Labour government would use the savings which came from cancelling Trident to strengthen conventional defence. It stresses the importance of reforming NATO's strategy through co-operation with other European countries and admits that the reform process would take many years. Conventional, European, gradualist—it all sounds very serious, very moderate, very reassuring.

But is it? How does the party justify a non-nuclear policy in NATO? Very simply—by revisiting the threat assessment, so as to conclude that NATO's existing conventional forces are adequate to counter any Warsaw Pact attack with conventional weapons. This is an area without certainties. But the historical fact is that NATO adapted its strategy to include battlefield and theatre nuclear weapons because European governments were not prepared to field the size of conventional forces they believed they needed to meet the Soviet threat while the latest assessment, by the International Institute for Strategic Studies, says that the military balance favours the Warsaw Pact; and that there are sufficient dangers in the trend to require remedial action by the Atlantic Alliance.

The Labour Party document claims that ending Britain's nuclear role and reducing its out-of-area commitments (primarily by negotiating a solution for the Falkland Islands), would lead to savings of around 15 per cent of the defence budget. This year's budget is scheduled to be just under £18.8bn, of which 15 per cent would be £2.77bn. Since Trident is expected to cost about £10bn over a number of years, while the cost of the Falkland commitment is related at \$900m in 1985-86, falling to \$400m in 1988-89, an annual saving of £2.77bn looks very much like wishful thinking.

However, the amount of any savings which would go to strengthening conventional defence would be both partial and temporary. "In the first years of a Labour government, we recognise that some of the funds currently earmarked for nuclear and Falkland spending may have to remain within the defence budget. After a number of years, it will be realistic to expect that most of these savings could be released for use elsewhere."

Over time, the Labour Party's objective would be to reduce British defence spending towards the average level of the rest of NATO Europe; how quickly would depend "to

some extent" on trends in the Soviet Union's capabilities. Since Britain currently spends 0.5 per cent of GDP on defence (a level exceeded only by Greece and the US), and since the defence effort of most other NATO European countries clusters around 2 per cent, what is really being proposed is a very substantial cut in defence spending. Perhaps this is a good and sensible policy; it certainly seems monstrous that France and Germany, which are much richer, should spend significantly less on what is after all the common defence. But in that case, the Labour Party should not misrepresent the policy as one designed to strengthen conventional defence spending.

The Labour Party talks of defence in alliance terms. But a Labour government which came to power with this kind of defence policy would cause major mayhem to NATO, and might succeed in destroying it entirely. In purely practical terms, it would be difficult for the US to make alternative arrangements if the UK were out of bounds to all nuclear weapons; not least because other US military installations in Britain might appear to be in jeopardy. The political blow to NATO would be all the greater,

since Britain would be repudiating one of the central doctrines of the alliance. NATO survived that kind of repudiation by General de Gaulle in 1966; it is not clear that it could survive the cumulative blow to transatlantic trust of a second such repudiation, by Britain, America's closest ally.

The fate of the republic offered by the Labour Party and the SPD is not likely to be decided in secret, let alone on the basis of their objective merits; on the contrary, the reception accorded to them by the voters will be mainly influenced by the feelings they have about the state of the world. If the world starts to feel very dangerous and seems likely to get more dangerous, and if it looks like being Ronnie's fault, then the peace movements will get a shot in the arm, just as they did during the first two years of President Reagan's tenure. But if East-West relations seem to be getting a little warmer, or better still if the two superpowers seem to be moving towards some agreement, perhaps on arms control, the peace movements will do less well.

This is what made the sudden eruption of the Daniloff case in the path of the preparations for the second Reagan-Gorbachev

summit so very interesting and so very knife-edge. A major row could easily have derailed a meeting whose date and whose agenda had not yet been fixed. That danger elicited manifest signals of anxiety from both capitals.

The paradoxical result is that the Daniloff affair may have made the second summit more likely to take place, but less likely to produce any very startling new agreements on arms control. Until very recently, the Soviet Union was holding back from setting a firm summit date, in the hope of extracting concessions of substance out of Washington; but the more obvious the Russian anxiety to prevent a major row over Daniloff, the less chance they may have of getting President Reagan to make concessions over Star Wars. The Russians have dropped repeated hints that the summit would not really be worthwhile if it did not produce major progress on arms control; but their anxiety over the Daniloff affair shows this to be an empty ploy.

The skeleton of a grand compromise has already been tentatively outlined by both sides: deep cuts in strategic nuclear weapons, coupled to a postponement for several years of any deployment of missile defences. President Reagan would get the credit of a spectacular arms control agreement without having to make a public recantation of his Star Wars dream, while the Russians would get the security of knowing that nothing would be done to deploy this dream until Mr Reagan had long left the political scene. But the more the Russians seem keen to save the summit, the more the President may believe he can have his cake and eat it.

In that case, we may see something like what some commentators have long predicted: that no arms control agreement can be reached so long as President Reagan is in the White House. But this will not necessarily be a cause for alarm, nor of political benefits to the unilateralists, on two conditions: (1) that the Soviet Union sticks resolutely to its current policy of trying to improve its relations with the outside world, and (2) that the US administration keeps reasonable control of its anti-communist instincts.

In other words, security in the nuclear age is governed primarily by politics, not by the technicalities of defence policy. The revulsion of the SPD and Labour parties from nuclear weaponry is understandable enough; but their alternative proposals are either absurd or irrelevant.

## Lombard

## Pots and kettles at Guinness

By John Plender

IN the run-up to the Guinness shareholders' meeting in London last week the air was thick with the familiar sound of Celtic wailing. Scottish fund managers (and a few English ones, too) were loud in their condemnation of Mr Ernest Saunders's failure to honour pledges about the future structure of the board made at the height of the contested Guinness bid for Distillers.

Scottish politicians, annoyed by the chairman and chief executive's lack of despatch in moving Guinness's head office to Scotland, claimed that he had misled their constituents by plucking Distillers from the home country. Scottish moralists condemned self-regulators south of the border as ineffectual.

Also familiar was the way in which the meeting came and went. The road to this corporate Boot Hill was lined with eager spectators. But as on so many other occasions, the investment institutions somehow melted away before battle was joined.

It was left to Mr Grame Knox of Scottish Amicable to make the case against Mr Saunders on his own. Mr Knox showed an admirable disinclination to mince his words, accusing Guinness of grossly misleading Distillers' shareholders. But even he rather took the edge off an otherwise heavyweight performance by suggesting after the event, in true institutional style, that this was not quite the forum in which to discuss these things.

**Birthing**

So meetings, it seems, are simply for small shareholders to let off steam. This they did last Thursday, but not with a view to scolding Mr Saunders. Quite the opposite: they were almost enthusiastically enthusiastic in their support for him. Shades of Lombard and the unacceptable face of capitalism in the early 1970s. Just as Lombard's small shareholders were not remotely bothered about the strictures of Department of Trade inspectors on the way chief executive Mr Tiny Rowland ran their company, so the small shareholders at Guinness seemed sublimely charitable in their attitude to broken

promises and the threat to self-regulation. Ironic, given that the self-regulatory system so beloved of the City supposedly exists to protect their interests.

In the circumstances a disinterested bystander might be tempted to throw out the odd question too. Such as, did the Scottish lobby really deserve to keep its birthright? Did the fund managers really deserve better of Mr Saunders and the regulatory authorities in the City of London? And if anything was ineffectual here, was it not the original ownership of Distillers?

**Disdain**

At this late stage it is easy to forget that the original Distillers management was regarded as arrogant and ineffectual long before the bid fracas was precipitated last year by Mr James Gulliver's Argyle. Institutional shareholders were slow to make any telling intervention — which leaves a hint of suspicion that the Scots in Edinburgh's Charlotte Square may have been a little easy in their relationship with fellow Celts at the drinks group.

And it was because the institutional shareholders failed to make a timely attempt to strengthen the management at Distillers that they ended up having to make their Faustian compact with Mr Saunders in the heat of a takeover.

Takeovers are one of the more risky ways of handling corporate problems. In the view of some leading merchant bankers, the success rate in takeovers and mergers is a pretty lowly percentage; successful intervention (witness Turner and Newall) can produce bigger rises in share values. And given the past performance of the owners of the business, it is entirely surprising that Mr Saunders treats them with a certain disdain.

None of this is to condone the way in which Guinness has gone back on its word. Nor should we ignore the difficulty the institutions have in finding better management for a company that is heading for the rocks. But the fault is surely not all on one side.

## Crucial Gatt negotiations

From the chief executive, IBM UK

Sir—The failure of the Gatt Preparatory Committee to reach agreement is a matter of great concern. Continuing uncertainty about the Gatt agenda weakens the prospects for the forthcoming round, and in particular threatens the new issues of intellectual property and the trade-related aspects of international investment. Despite the valuable work of the World Intellectual Property Organisation, the weaknesses of current international agreements on intellectual property have become increasingly apparent. Foreign counterfeiting and piracy are now seriously damaging the markets for innovative companies and making it ever more difficult to achieve a return which justifies our investment. Legitimate intellectual property-based industries are deprived of export and domestic markets and trade is unfairly distorted.

Likewise, investment restrictions around the world have worsened to such an extent that they severely limit the free flow of investment and seriously distort trade flows. Indeed, the trade effects of such restrictions are comparable to those created by tariffs and non-tariff barriers. To tackle these without addressing investment restrictions is simply to invite governments to achieve a return which justifies our investment. Legitimate intellectual property-based industries are deprived of export and domestic markets and trade is unfairly distorted.

## Letters to the Editor

the Gatt. The discussions on the Gatt agenda are reaching a crucial stage, and there is severe pressure upon the EEC negotiators to act on behalf of the member states to compromise with the hard-line developing countries in order to reach agreement. I believe that the issues of intellectual property and international investment are so important, and the opportunity provided by the Gatt round so unique, that the UK Government should resist every move to surrender these particular objectives.

A. B. Cleaver,  
PO Box 41, North Harbour,  
Portsmouth.

## Rolls-Royce gearboxes

From Col F. A. N. Hick, OBE  
Sir—Stuart Marshall's article (September 5) on the Mercedes-Benz 560 series is quite unjustified in its implied criticism of the Rolls-Royce policy on automatic gearboxes. The 6-cylinder V8 engines in the Silver Cloud series drove through four-speed automatic boxes designed, *inter alia*, to reduce hydraulic loss by transmitting a substantial fraction

of the power mechanically. Later, a three-speed box was developed as an improvement. There is no question of Rolls-Royce "making do" with a three-speed box.

Another point that hardly inspires confidence is the assertion that, because of its smaller mass, the Mercedes gearbox has a much higher top speed. Mass, per se, can affect top speed on the level only as a consequence of increased rolling resistance. I would have thought that few, if any, of your readers would have a quantitative appreciation of this effect on their fingertips.

Otherwise, quickness of the most, synonymous with acceleration at low speeds and low wind resistance is, for a given thrust, approximately inversely proportional to mass.

Nigel Hill,  
Autoprod Computer Graphics,  
128, Kidbrooke Park Road, SE20.

## British Telecom's public relations

From the Financial Director, Macfar Holdings  
Sir—Your Men and Matters columnist has been critical recently of British Telecom's corporate relations department,

and, as a consequence has made Mr John Vickers resigning to its defence (September 8).

Whatever the rights and wrongs of their debate may be, however, it seems as though they have both been victims of the old day-to-day public relations problems. During the first week of September, two of my colleagues reported to me that their private telephones had been cut off. An examination of our records revealed the accounts to have been paid in good time and, indeed, on September 8 we received an apology from BT which blamed its computer. By this time each line had been reconnected.

The following day, one of them was cut off again. Two days later, we received yet another apology (from a different person). One was hopeful that privatisation would lead to an increase in BT efficiency, but it seems as if the reward for paying ever-increasing telephone bills is the same old shabby treatment as before.

H. I. Thorpe,  
25 Hagfield Rd,  
Poole, Dorset.

## Keep it short

From Mr G. Marlow  
Sir—I wonder how many people realise that from November 1 1986 the cost of a 10-minute local call between 9 am and 1 pm will be over 50p. To disguise this as a reduction in rates may be one of the greatest hypocrisies of recent times.

George Marlow,  
Wolfram Ltd,  
Nassington Rd,  
Rugby, CV21 3JW.

## Food in wrong places: squaring a vicious circle

From the Chief Natural Resources Adviser, Overseas Development Administration

Sir—Your leading article (September 4) deserves amplification. You compare and contrast the deficiencies in food production in Africa with the food surpluses of the industrial world. You suggest that it is poverty and not lack of causing hunger. You reject the facile answer of recycling to the south the food surpluses of the north. You underline the need for agricultural policy reform in Africa and the importance of a reasonable financial return to farmers. With all this I agree.

I am not so sure about your criticism that research has been poured into what you term high input, large-scale farming systems. Research is more neutral to scale than is often recognised. The work of the West African Cocoa Research Institute and the oil

palm research station in colonial times in West Africa produced results which laid the foundation for the prosperity of both small and large-scale farmers. The work of the Jacaranda station in Kenya on coffee and the tea research institutes in Kenya and Malawi is as important to smallholders as it is to estates.

There is an equally good record on food crops ranging from the work of Stacey on cassava mosaic over 40 years ago in what was then Tanganyika, through Doggett's sorghum work in Uganda, to the outstanding efforts of Kenyan and Zimbabwean research workers on maize — including 25 years ago the breeding of an early maturing variety particularly for small farmers in Kenya.

May I, with you, welcome the UN Food and Agriculture Organisation report and the willingness of African governments and donors alike to be frank about past failures. It might be helpful to "dash out"

their joint decision to give agriculture absolute priority. I see the need for a short-term concentration of efforts on the better farming areas of Africa to ensure that their production is expanded to meet the growing needs of the towns, to earn foreign exchange and to feed those vast areas of the continent where, in the absence of irrigation development, crop production is high risk.

To make the marginal areas more self-sufficient requires population planning, possibly out-migration, and certainly research. All this will take time. The mothers of the next generation are already born; there are political restrictions on mobility, and the agricultural research required is a long-term proposition.

At the end of it all, the deprived areas will remain deprived and will continue to require assistance from the more favoured areas. The aim must be to create in them the power to purchase food through

imaginative work programmes designed to decelerate the devastation of their fragile environment. Opportunities must be sought from conservation work, particularly water and forestry, in livestock marketing to exploit their major asset, and the development of agro-industries based partly on imported (from local sources) raw materials. All this will require a transfer of wealth, in the first place from aid donors but eventually from the more favoured farming areas within the countries affected.

One of the reasons why Africa remains hooked on food aid is that it allows it to put aside the problems of the lack of purchasing power in its poorer areas. Food aid deprives its farming areas of a market for their food surpluses, farm prices become depressed and farmers look for other opportunities. This vicious circle must be squared.

A. T. Wilson,  
Elmdon House, Sing Place, SW1.

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149p

HAT Share Price:

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94p

Thursday 18th September, 1986

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Value of Offer is based on share price of BET at 3.30 p.m. on 12th September, 1986.

HAT share price and HAT share price before offer are prices at 3.30 p.m. on 12th September and 21st July 1986 respectively.

BET reserves the right to revise and/or increase the offer if a competitive situation arises.



## Roderick Oram on Wall Street Flawless handling of 'disaster'

WHEN Mr John Phelan, chairman of the New York Stock Exchange, was invited to Vienna a while ago to talk about Black Thursday he seemed his hosts meant Black Tuesday so he expounded on the dark day in October, 1929, when Wall Street crashed.

It could never happen like that again, he assured them. The market was no longer dominated by small investors forced in a downturn to dump stocks to meet margin calls.

Ah, yes, but what about Black Thursday, the hosts persisted, that calamitous day when the Vietnamese market collapsed in 1973?

With fear of financial ruin a universal instinct, it was hardly surprising that the media descended on Wall Street last Thursday as the Dow Jones industrial average was free-falling to its greatest daily loss in value in 24 years.

Outside broadcast trucks encircled the NYSE's landmark building at 11, Wall Street. Among the throng of reporters outside, a gentleman from the Daily News declared his speciality. "I cover murders and disasters. I guess this is a disaster."

Twenty-four hours later, after a second day of further losses and even more frantic trading, Mr Phelan held a news conference. "Volatility is a fact of life in international markets," he said. The good news, "if there is any," was that the stock exchange's systems had handled flawlessly the record volume of 240.49m shares.

"What reassurance can you give the small investor?" barked the first questioner.

"Among the many burdens of the chairman of the exchange," replied Mr Phelan, "one is not having to predict whether the market will rebound."

Some reassurance came over the weekend as almost a man and woman analysts termed recent events which have pushed the market down 8.4 per cent from its peak in the last six sessions, a "correction."

How sharp and how long, however, was open to wide opinion.

But the overriding message was clear: the market had spoken itself. It collapsed for largely technical and psychological reasons divorced from economic reality. Soon it would regain its poise.

For one 35-year veteran of the market, last Thursday had been the worst day of his professional life since May 25 1962, when the market slumped 5.7 per cent. Then and last week the market panicked for little apparent reason. Last Thursday it was rumours of a shockingly inflationary burst in retail sales.

"Twenty-four years ago, President John Kennedy had made angry midnight telephone calls to steel industry leaders trying in his profane, Irish-American, one-of-the-boys style to shame them out of price rises. The market promptly lost 25 per cent over the next six weeks, the veteran recalled.

"I've been through these before and they're always very scary." He lost money last week performing his "specialist" role of trying to smooth out trading in the dozen of stocks listed on his post.

"Show me a guy who's not worried and I'll show you a guy who's about to get murdered - whether he's long or short."

He tried to take his mind off things on Saturday, a suburban New Jersey wreath and vacuuming his car and changing a turn signal light bulb.

Homicidal tendencies ran rampant on Friday on the exchange floor, particularly among the hollering, frenzied denizens of the futures pit, recounted one rascally-voiced stock index futures trader. Mistakes multiplied and tempers flared.

"People were on the brink of fist-cuffs several times. We were all terrified of physical contact because of the consequences - suspension, \$1,000 fines or even disbarment for persistent offenders."

For therapy, the trader went home and resealed his asphalt drive. It was a messy job "pushing the punk into all the cracks." But at least "nobody could get near me."

So perhaps it was physical and emotional exhaustion as much as anything else - in contrast to the flawless performance of the Big Board's computers - which brought some stability to the market Friday afternoon.

It steadied around 30 points down on the day as trading backed off from the scorching morning pace and volume coasted to its second record in as many days.

Buyers were more evident and by the close declining shares outnumbered rising by only four to one compared with the nerve-wracking odds of 10-to-one on Thursday.

With the experience of 35 years on the floor, the veteran specialist said: "When greed overcomes fear, the market eventually goes with the underlying value."

Political "virgins" turn wiser but future still uncertain

## UK Social Democrats soldier on

BY MALCOLM RUTHERFORD IN HARROGATE

THE BRITISH political party conference session ended at the weekend with the Social Democratic Party meeting in the attractive Yorkshire spa town of Harrogate. So far there have been no fireworks, no standing ovations, only what Mr John Cartwright MP, the party's spokesman on defence, called the "same, sensible debate of complex issues that you would expect from the SDP." In truth, it has been rather dull.

Five years ago, when the party was founded to "break the mould" of Britain's two party political system dominated by the Conservative and Labour Parties, it was very different. Conferences were peripatetic. The followers moved about the country in trains, which sometimes broke down and whose buffet cars were liable to run out of food and drink. The local attendance where the train came to rest was often thin. It was a conference made up of political breakaways from the Labour Party, followed by the media, looking for an audience. The first SDP supporters from the local parties tended to call themselves "political virgins," never having belonged to any party before.

Nowadays it is altogether more professional. SDP conferences have become much better organised. Yet the party still has only seven MPs in a House of Commons

of 650 members. It depends on its partnership with the Liberals who had been in the game of third-party politics much longer but never with the effect of West Germany's Free Democrats, who have consistently held the balance of power in recent years.

And that is what the Harrogate conference is all about. Can the Social Democrats and the Liberals, who are already in an alliance with a capital A, become a credible third - or even first - force by the time of the next general election?

The answers are contradictory. The election must be held by the summer of 1988 at the latest, but nobody yet knows when it will be. Opinion polls suggest continual fluctuations in party support, although taken together with the evidence of by-elections, in which the Alliance generally does well, they point to a fairly even three-way split.

Mrs Margaret Thatcher and the Conservatives have hardly ever fallen below 30 per cent in the polls, which is not too bad for a government midway through its second term in office. The Labour Party, even under the leadership of Mr Neil Kinnock, has scarcely ever risen above 40 per cent, a performance which is probably not good enough to guarantee an overall majority in Parliament. The Alliance tends to pick up around 30 per cent, though

a poll last week put it down to 24 per cent.

Sentiment among Britain's 42m voters can change very fast, however, and be influenced by unforeseen events. Shortly after the SDP was founded, Mr Roy Jenkins, the former Labour Chancellor of the Exchequer, ex-president of the European Commission and the father of the Social Democrats, won a spectacular by-election victory in Glasgow and the new party seemed to have the country at its feet.

The Falklands war broke out and Mrs Thatcher's popularity recovered dramatically. The Conservatives called an early general election in 1983 and won hands down. Under the British electoral system of first past the post, or winner takes all, the Alliance won 28 per cent of the vote, but only 23 seats. The Labour Party won just over 28 per cent, but with its northern and inner city strongholds over 290 seats.

This was a disappointment for the Alliance, but paradoxically it seemed that it was the Labour Party that was on the way out, Labour's share of the vote had been falling almost continuously since 1961 as the electorate ceased to confirm the working class stereotype. Many commentators said that it was going the way of the French Communist Party.

Then Labour revived by electing a new young leader in Mr Kinnock, who has since stolen many of the Social Democrats' clothes by modernising his party's organisation and dropping some of the old socialist policies like nationalisation.

The Alliance meanwhile has had problems of its own. Some of its supporters think that the Liberals and Social Democrats should merge to form a single party. They are opposed by Dr David Owen, the former Labour Foreign Secretary who succeeded Mr Jenkins as SDP leader.

There will be no merger this side of a general election, though it looks from Harrogate as if the two parties are overcoming their outstanding differences on defence policy and will agree to keep some kind of British nuclear force. Both Mr David Steel, the Liberal leader, and Dr Owen say that they have more in common on all aspects of policy than either the Labour or Tory parties, which are themselves coalitions.

For Mrs Thatcher, however, there may be one consolation. Labour and the Alliance are fighting each other quite as much as they are fighting the Tories. Under the British system that could let her back to a third term.

SDP party conference, Page 7

## Fresh call for co-operation in regulating futures markets

BY ALEXANDER NICOLL IN LONDON

THE BANK OF ENGLAND issued a new warning on the need for greater co-operation in the regulation of international futures markets at the weekend.

The Bank has called repeatedly for increased co-ordination between regulators in the face of rapid internationalisation of financial markets. One of the first steps is expected in the next few days when the US and Britain sign an accord curbing market abuses, such as insider dealing, and providing for exchanges of information between regulatory authorities.

Mr Christopher Farrow, an assistant director of the Bank overseeing UK futures markets, called, however, for far more extensive measures addressing the risks to the world's financial system which could be created by the inter-relationship of markets around the world.

Speaking on Saturday at a future industry conference in the Swiss mountain resort of Birmensdorf, Mr Farrow said: "Adequate capital and liquidity rules for firms taking positions in various markets and in various currencies need to be agreed."

International firms operating in the futures and options markets

should be assessed for capital adequacy on their worldwide portfolio position, Mr Farrow said. "It would be one to offset capital requirements in one market by undercapitalising in other less well regulated markets."

Central banks needed to ensure the health of such firms because "crisis in any single financial market is likely to impinge on other markets, and in particular to be transmitted to the banking system."

The warning came as futures exchanges around the world prepare for a series of international link-ups which will make many of their contracts interchangeable - meaning that positions built up in one time-zone are passed on to the next, creating round-the-clock markets.

The agreement between the UK and US governments is expected to pave the way for links between London exchanges and markets in Chicago, Philadelphia and New York. A futures link between London and Sydney is also due to begin next month.

Like the US Federal Reserve Board, the Bank of England has supported the development of financial futures and options as means of managing and transfer-

ring risks incurred in securities and currency markets.

Mr Farrow said the next growth phase for futures markets could come from the area in which they originated: commodities, which have been supplanted by financial instruments as the main source of futures business. Futures exchanges, he said, should develop more efficient mechanisms allowing commodity producing countries to stabilise their income by hedging.

This could be done by developing liquid markets in longer-term futures contracts than are currently available. Producers would then be given assistance by international financial institutions to help finance the short positions they took on in the futures markets to hedge their export income.

International commodity agreements had failed to produce the price stability for which they were intended, Mr Farrow said, setting excessive buffer stock prices and causing over-production. The futures industry could provide an alternative for primary producing countries just as it had traditionally done for domestic agricultural producers.

## US, EEC and Japan strive for Gatt unity

By William Duffell  
in Punta del Este

THE US, the EEC and Japan are determined that differences over farm export subsidies or trade in services will not prevent the opening later this year of international negotiations to remove barriers to world trade.

This was the message from officials of the world's three biggest trading partners as trade ministers from more than 90 countries arrived yesterday at Uruguay's rain-soaked resort of Punta del Este.

Mr Julio Sanguinetti, Uruguay's President, will open this afternoon the week-long meeting at which the ministers are due to agree on the wording of a declaration launching a new round of trade talks under the General Agreement on Tariffs and Trade (Gatt), the contract governing world trade.

The disagreements over farm products and Japan's huge trade surplus which still divide the big three at a meeting in Sintra, Portugal, earlier this month are being played down by officials from all three camps.

EEC officials estimate that 55 of Gatt's 122 members are now ready to begin the draft declaration prepared in Geneva by Colombia and Switzerland.

It is far from sure, however, that the ministers will have a problem-free passage. Brazil and India, which lead the 10 headline developing countries opposing the extension of Gatt to new areas such as services, intellectual property and investment, have not backed down.

In addition, the self-styled "free-trading" farm exporting countries warned yesterday that the text prepared represents the "absolute minimum" that they could accept.

Mr John Dawkins, the Australian trade minister leading the 14-country coalition, said after a caucus meeting in Sintra: "Our preferred position is to see improvements, but we are here in a negotiation and we are prepared to enter a discussion."

Retaliation call in 'spy' case

Continued from Page 1

Senator Luger's remarks, which were echoed by Senator Daniel Patrick Moynihan (Democrat), reflect a deepening anger in the US at the way the Soviet Union has handled the Daniloff case, and mounting criticism of the Administration's position.

There is a growing perception that Moscow is testing the Reagan Administration's resolve as the super-powers edge towards a possible summit meeting and a fear that, in spite of its protestations to the contrary, the US is shifting towards tacit acceptance of the apparent Soviet position that Mr Daniloff is a spy and his case a direct parallel of the case of Mr Genadi Zakharov.

Mr Zakharov was arrested on espionage charges in New York in August, just a few days before Mr Daniloff was arrested on what the US maintains were "trumped up" allegations.

On Friday both individuals were released into the custody of their respective ambassadors to await trial.

## THE LEX COLUMN

## Three French musketeers

This will be an exceptionally anxious morning for jobbers, and for others who were left on the wrong foot over the weekend. Thoughts of marking stock higher in hopes of turning the market will be dispelled by Friday's experiment. But to mark prices lower might provide a rout.

### French privatisation

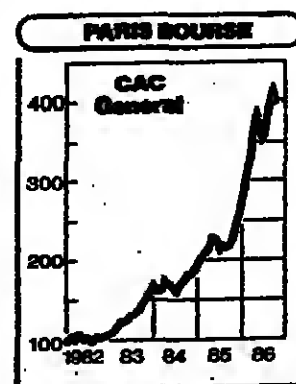
The 3 per cent fall in the Paris equity market on Friday may have occurred in the best of international company, but that will be no comfort to a government which will present its 1987 budget today and is lining up its first corporate candidates for public sale. This year's biggest one-day fall on the bourse, at the end of May, followed on a bout of market indignation at the sheer volume of non-voting paper being issued by the nationalised banks, but the FF 8m raised in May pales beside the call on the market implied by the sale at the turn of this year of Paribas, Saint Gobain and Assurances Generales de France.

The French denationalisation plan was always going to be a stupendous exercise in corporate finance: on the roughest of sums, equity equivalent to a third of the current house capitalisation is likely to be on offer over five years. Mr Balladur has prudently chosen as trailblazers three companies, which even aside from their prospective heavy weight in the Paris index, are among the most attractive in the bunch.

For the two financials, there is likely to be strong foreign demand. Paribas lays claim to be the premier financial institution of France, well-capitalised, tilted towards commission business rather than low-margin lending and handily positioned for the deregulation and denationalisation games. AGF is riding rapid growth in the French life industry and carries the usual takeover interest.

As for Saint Gobain, it has used its period in state hands for a complete overhaul and will this year see a spurt in profitability from lower input and interest costs.

On the crude basis of their non-voting shares (or, in the case of AGF, employee shares) in issue, the three would command a market value of considerably over FF 50bn, nearly half the expected budget deficit next year or the equivalent of the entire market at the end of the 1970s.



1970s. What is not clear at this stage is the role to be played by 18-25 per cent of the companies' equity already floating about.

Assuming that the non-voting shares can be converted into ordinary shares, possibly at a premium, an allocation of 10 per cent to employees and initial foreign interest rising to the 20 per cent limit, the call on French institutions and unit trusts could probably be met even alongside issues from the likes of Air Liquide or Elf that may be absorbing as much as FF 10bn a month.

Of course, if the market does not hold up, the pricing of AGF and Paribas will have to be doubly cautious; financial companies geared to the good performance of the stock market must expect to suffer a greater discount than the market as a whole.

### Investment trusts

The real cream on the top of holding investment trust shares is delivered when a bidder offers to take them out at asset value. The average discount to assets is now around 22 per cent, so a cash offer close to net asset value, such as Philip Hill Investment Trust's holders recently received, gives a smart profit. And when that profit is recycled into the sector, again at a discount, the investor bumps up the yield on his original money. It is just a matter of picking a trust likely to have its assets unlocked.

So it comes as a surprise when an investment trust's shareholders turn down an offer, as Berry Trust's have just done. The simple explanation was that the bid from Ensign Trust, with a cash alternative at 92 per cent of net asset value, was just too mean to be attractive. But be-

neath that surface far more complex issues were at stake.

It was clear at an early stage of the bid battle that whoever gained control of the 28.3 per cent stake in Berry held by the over-stretched UK Provident Institution would probably win. UKPI decided to sell to a group acting in concert with GT Management and to some other parties, at a price around 270p. GT, which manages Berry Trust, is a company in which UKPI has a stake. Those purchasers, described in a Berry defence document as "institutional investors," intended to refuse the bid, knowing that the Berry share price would fall if the offer failed. It closed on Friday at 248p.

GT Management itself invested £5.5m of its shareholders' money in Berry, and should be seeing a loss of around £500,000 on the shares - a sum equivalent to the annual revenue from the management of the trust which it will now keep. In addition it has helped to protect itself, as Berry held an 11.7 per cent stake in GT. The US Debutante Corporation, another trust managed by GT, which also holds GT shares, was a buyer of Berry shares too. The GT directors on USDC's board abstained from that decision.

Outside the concert party, Save & Prosper also bought Berry shares from UKPI. It was prepared to suffer a loss because it felt the need to protect the investment trust industry in view of the £300m it has invested in trusts. Save & Prosper thought the sector would be damaged if a bidder won with a low offer, and by the weakening of a trust management group.

While Save & Prosper might be stretching its argument a little far, GT is steering a very narrow course through rocky conflicts of interest. One wonders if all shareholders of GT and USDC are equally convinced that their money was used to protect their own and not just directors' interests. The whole story appears to demonstrate an unhealthy degree of in-breeding in the sector between investment managers and the trusts, often backed by cross-directorships. And in this case the bidder is not immune - Ensign is 80 per cent owned by the Merchant Navy Officers' Pension Fund and has a subsidiary which manages that pension fund as well as the trust. Outsiders considering investing in trusts should evidently forget the discount and consult the Directory of Directors.

## Gatt's gamblers lose to hotelier

Continued from Page 1

tourist revival and a possible 1980s style depression.

For Mrs Merlo, ensconced in her office off the airport-bedecked hill, between the panelled studies of Mr Arthur Dunkel, the Gatt director general, and Mr Enrique Iglesias, Uruguay's Foreign Minister, the talks are now focusing on the terms and conditions under which Coca-Cola will be allowed into the conference room.

The pressure is on. Failure to reach an agreement on the world economy before the scheduled end of the meeting next weekend will inevitably provoke the opening of a new San Rafael round over rental of the hotel.

In Gatt language this kind of connection between seemingly unrelated topics is known as "linkage." The talks are something hoteliers know all about, and unscheduled conference dumping is likely to attract a heavy one.

Outside the smoke-filled rooms the delegates are doing their best to wake up a town usually in deep hibernation at this time of year. In

high season, Punta del Este plays host to some 250,000 largely Argentine holidaymakers, but now the population is barely 10,000.

The shopkeepers and restaurants that have reluctantly opened their doors seem sceptical, however, as to whether their guests will come across with the free exchange of goods and services - a Gatt euphemism for dollars - to which both parties have dedicated their working lives.

Uruguay expects every Gatt-man to do his duty. With a population of just 3m, both goods domestic product and foreign debt running at about \$5bn and inflation of some 50 per cent, it is fond of foreign exchange.

In fact, the economics of the conference reflect the commercial problems of a rural economy. Much, perhaps almost all, the equipment, from Argentine plastic tents to US translation gear and Canon photocopyers has had to be imported at a total cost of some \$1m. Only if each delegate spends in a week the Uruguayan average

annual per capita income of \$1,400, will the event make a profit.

The charming, modest Uruguayans will apologetically acknowledge that even the conference itself was foisted upon them by complex international politics. "We didn't fight for it," said Foreign Minister Iglesias. "It only came to us after Montreal and Brussels had cancelled each other out."

Given these circumstances, and, of course, Mrs Merlo, it is hard to fault the organisation. Even the irritatingly heavy-handed 600-man security is an imposition of not Uruguayan but Western requirements - a compulsory restraint arrangement in fact.

Yesterday, to an outsider, the talks in the corridors sounded like a computer trade fair. Delegates argued interminably about the relative merits of, for example, WATREVEZ. Not, it turned out, a new silicon chip nor a car engine oil, but yet another political compromise.

Another question much under debate was what the imminent trade round should be called. Even the Uruguayans think Punta del Este sounds too clumsy. "Round and round," suggested an exhausted Gatt organiser. "The final round" chipped in a pessimist.

"Whose round?" proposed a merry delegate at the hotel bar.

Back in her lair, Mrs Merlo was awaiting the US delegation. 70 functionaries and three ministers all told, who, like royalty, have staged their arrival for the very last minute.

The most senior Americans are staying in the San Rafael itself, and one can only hope they have been forewarned.

If they fail to blast their Third World opponents into submission by next weekend, it is feared that neither the Uruguayan Government, nor the secret service nor the entire US Atlantic fleet could prevent Mrs Merlo from hurrying them bodily out into the driving wind and the rain.

## World Weather

Area	Temp	Wind	Cloud	Temp	Wind	Cloud	Temp	Wind	Cloud
Africa	28	20	10	28	20	10	28	20	10
Asia	28	20	10	28	20	10	28	20	10
Australia	28	20	10	28	20	10	28	20	10
Europe	28	20	10	28	20	10	28	20	10
North America	28	20	10	28	20	10	28	20	10
South America	28	20	10	28	20	10	28	20	10
Antarctica	28	20	10	28	20	10	28	20	10
Arctic	28	20	10	28	20	10	28	20	10
Atlantic	28	20	10	28	20	10	28	20	10
Indian	28	20	10	28	20	10	28	20	10
Pacific	28	20	10	28	20	10	28	20	10
Mediter	28	20	10	28	20	10	28	20	10
Black Sea	28	20	10	28	20	10	28	20	10
Baltic	28	20	10	28	20	10	28	20	10
North Sea	28	20	10	28	20	10	28	20	10
Irish Sea	28	20	10	28	20	10	28	20	10
English Channel	28	20	10	28	20	10	28	20	10
Bay of Biscay	28	20	10	28	20	10	28	20	10
Bay of Bengal	28	20	10	28	20	10	28	20	10
Arabian Sea	28	20	10	28	20	10	28	20	10
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EURONOTES AND CREDITS

# Dome plans debt restructure linked to oil price

BY PETER MONTAGNON IN LONDON

DOME PETROLEUM, the troubled Canadian oil group, has put its banks into a fresh quandary.

Early this week it is due to inform them of new plans to restructure its C\$60m (US\$42m) debt that will include a proposal to convert a substantial proportion of their loans into securities whose value would be linked to the price of oil.

This is particularly reminiscent of the approach adopted by Mexico, another major borrower dependent on oil although there is a big distinction in that Mexico is a country and Dome a commercial company.

Traditionally the treatment of countries in trouble with their debts is different from that of companies for the very simple reason that countries cannot be put into liquidation. When they are actually starting to lose in the face with a corporate borrower, banks are sometimes prepared to do things to help

like restructuring interest payments - that would not be considered in the case of a country.

Yet there is little doubt that any concessions granted by its creditors to Dome would not escape the ready eye of Mr Angel Gurrin, Mexico's chief debt negotiator. Mexico's creditor banks have firmly rejected the idea of linking debt service payments to the oil price, but if Dome's creditors were to react differently a precedent could be created which might allow him to ask them to think again.

At the moment, it is hard to guess what Dome's bankers, never a particularly united group, will do. What is clear, however, is that there is a strong aversion in the banking community to the type of debt rescue that links the price of loans to an individual commodity whether the borrower is a corporation or a sovereign state. Quite simply the

idea is alien to commercial banking. In the first place it means that the risk run by the banks is transferred away from the debtor, which they feel they can to some degree control, to a volatile commodity price which they cannot control. Then there are all sorts of technical problems:

● How does a bank fund such a loan or security which is not yielding a normal rate of interest?

● How does it account for such an asset in its books and can it do so without being required by the regulatory authorities to write down its exposure?

All this may explain why there are few if any precedents for the type of debt exchange that Dome is proposing. For lenders there is another drawback in that they might lose the comfort they now have from knowing that their loans are secured against Dome's assets. Tak-

en together these factors should mean that Dome's proposals receive an initially frosty response.

Yet the company's hand is not necessarily as weak as might appear. Mr Howard Macdonald, its chairman, remarked last week: "It's the banks that have the problems. Dome has the solution." Tough talk for a company which needs an oil price of US\$25 a barrel to break even, but the ultimate card is liquidation and that might hurt creditors even more.

One advantage of an exchange of debt for oil-related securities such as Dome is expected to propose is that it preserves what one Canadian banker called last week "lenders' upside potential." If the downside really does look bleak, then lenders' resistance might crumble. Then the precedent would be there for all to see.

Activity in the Eurocredit market

continues at a low ebb, but Time Inc of the US has launched a \$250m, five-year loan facility through Swiss Bank Corporation. This is its first Eurocredit borrowing and the terms include an annual commitment fee of 74 basis points. Drawings on the standby credit portion will bear interest at a margin of 75 per cent over Libor.

BankAmerica Capital Markets is leading a \$600m facility for Walt Disney of which \$350m will be underwritten. The facility fee is 1/4 per cent. Drawings will bear interest at a margin of 1/4 per cent and there is an additional utilisation fee of 1/4 per cent if they exceed half the total amount.

Samuel Montagu is arranging a \$250m uncommitted tender panel facility for Abbey National Building Society, while Malaysia's latest credit has been increased to \$500m

from \$350m. With a number of mandates still in the pipeline Algeria has joined the list of borrowers seeking a major loan facility.

EUROBANKING TURNOVER				
Turnover (\$m)				
Primary Market	Secondary Market	Consolidated	FRN	Other
US\$ 1,363.1	1,363.1	0.6	5,212.9	2,385.2
£ 1,055.5	1,055.5	0.2	441.5	2,712.8
Other	738.4	—	—	45.1
Prev	382.8	—	—	73.8
Secondary Market				
US\$ 24,728.1	1,363.1	1,363.1	2,385.2	5,212.9
£ 21,581.1	1,055.5	1,055.5	441.5	2,712.8
Other	1,942.7	—	—	2,385.2
Prev	10,875.2	1,116.1	1,676.3	2,385.2
Consolidated				
US\$ 14,917.8	45,545.5	—	90,162.5	—
£ 13,701.3	36,771.5	—	89,473.1	—
Other	7,042.5	—	15,482.5	—
Prev	6,065.9	—	15,184.4	—
Week to September 11 1988 Source: ABS				

INTERNATIONAL BONDS

## Floating rate market runs scared after selling spree

BY CLARE PEARSON IN LONDON

"THIS IS the worst day I've seen in a year," said one floating rate note (FRN) dealer last Thursday as dealers slashed prices by as much as 40 basis points in feverish selling.

The selling wave began in the fixed rate market as fears of inflation escalated. It spread to the FRN sector as underwriters, overloaded with recent paper, struggled to take profits where they could.

By Friday morning the FRN market was running scared and many market-makers were refusing to join in altogether. Some were not answering their telephones while others were sharply reducing their dealing sizes and widening bid-offer spreads.

The major players meanwhile exhorted the others to stand up and

face the fray. "You have to trade your way out of the grave," said one dealer, arguing that the only survival course was to keep up the market's liquidity.

By late morning the darkest hour was over. Bargain-hunters started picking up the cheap stocks, bringing the other players back in.

In the aftermath underwriters will have nagging worries about the value of recent FRNs. Inflationary fears should in theory leave the FRN market much less hard hit than the fixed rate market. Indeed, it can be a haven for investors who fear rates have struck their lows.

But the FRN market has been getting ahead of itself in recent weeks, pricing issues for sovereign borrowers at record interest rates

and in record volume. London interbank offered rates, the traditional rate at which issues were priced, has long since been abandoned. Now new issues even come below London interbank bid rates (Libid).

In theory investors should be takers of sovereign paper at these rates as an alternative to investing in commercial paper or US Treasury bills. But investors seem slow to catch on to the logic of this argument and some recent Libid-priced issues are still hanging around on underwriters' books. This overhang of paper contributed in no small part to last week's price collapse.

The jury is thus still out on Libid-related pricing. Credit Suisse First

Boston's issue for Quebec, priced with a Libid coupon, probably never traded within its fees last week. On the other hand, the market still saw enough value in the UK's \$4bn FRN, with a coupon set 1/4 point below Libid, for it to fall less than the FRN market as a whole on Thursday and Friday.

Last week's capricious twists and turns in the US Treasury bond market found their imitators in the fixed rate Eurobond market. But selling did not parallel the FRN market because the fixed rate market has been trading very thinly for weeks.

Barely a fixed rate Eurodollar deal emerged, although a short-lived opportunity opened up on

Wednesday morning to slip to a couple of deals. The window proved treacherous, however, especially for Sweden's tightly-priced five-year 7 per cent issue.

Japanese issuing houses have found the solution to the disappearance of the Eurobond investor in targeting deals at specific investors back home. A waiter of deals aimed at Japanese life insurance companies kept issuing volume buoyant in the European market last week.

These issues pay coupons at unusual high levels and are priced at over 100 but are repaid at par. They attract insurance companies which may allow only income gains for dividend payments to policyholders. They also come in handy for offset-

ting against capital gains accumulated on other investments.

The Ministry of Finance is known to be concerned about this use of the Eurobond market. But Nomura International at least seemed on Friday to be unworried about this, launching two more high-coupon bonds.

Bonds in the D-Mark sector lost about 2 points to price last week and longer-dated issues were especially hard hit. A 10-year deal for Lufthansa was quoted at 95 on Friday.

Meanwhile in Switzerland bond prices also fell as short-term rates firmed. The European Investment Bank postponed a planned Sfr 200m issue because of the unstable conditions.

## 'Armed truce' in Montedison deal

BY ALAN FRIEDMAN IN MILAN

ITALY'S Montedison affair, which has set leaders of the Italian financial establishment against Mr Mario Schimberni, the Montedison chairman who last month purchased an equity stake in a Florence insurer without first informing his shareholders, reached a deadlock at the weekend when a meeting between the two sides ended without a firm conclusion.

At Consob, the stock market regulatory agency, Mr Franco Figa, the Consob president, said the issue was not for the authorities but for Montedison shareholders to discuss. Last night observers in Milan said an "armed truce" had been agreed for the time being but that the "war" between the Agnelli-led establishment and the maverick Montedison chairman would soon enter a new phase.

In Rome yesterday the dispute took on a political dimension with a number of leading politicians and even Cabinet Ministers entering the fray. Mr Claudio Martelli, vice secretary of the Socialist Party of

Mr Bettino Craxi, the Prime Minister, appeared to favour Mr Schimberni by saying the affair showed companies were no longer under the control of Italy's old families.

He was referring to Mr Enrico Cuccia, the 78-year-old veteran at Mediobanca - the Milan merchant bank which is a Montedison shareholder - who had demanded the meeting with Mr Schimberni and others to rap the Montedison chief over the knuckles for not respecting the rules of the "shareholders' control syndicate." Mr Cuccia believes the syndicate should be able to dictate Montedison policy.

The nominal issue concerned Mr Schimberni's purchase last month for L740bn (\$529m) of a 12.4 per cent shareholding in La Fondiaria, the Florence insurance group. In doing so, Mr Schimberni also obtained a share stake in Mediobanca larger than the holdings in the bank of Mr Gianni Agnelli, Fiat chairman, or other leaders of Italy's traditional establishment.

## Texas Air amends deal with Pan Am shuttles

BY RODERICK ORAM IN NEW YORK

TEXAS AIR has amended its deal with Pan American World Airways to improve competition on shuttle services in the north-eastern US in the hope of receiving government approval for Texas Air's merger with Eastern Air Lines to create the largest US airline.

Pan Am will pay Texas \$62.8m for enough takeoff and landing slots to allow it to offer 15 hourly roundtrip services a day between La Guardia airport, New York, and National airport, Washington and Logan airport, Boston, in competition with Eastern.

A less comprehensive earlier deal valued at \$85m was rejected by the Department of Transportation be-

cause it failed to guarantee sufficient Pan Am flights.

The latest transaction "fully meets the criteria for hourly service that the DoT required in its previous order," Texas Air said. We believe that the DoT can complete the approval process by October 1.

Meanwhile, Eastern has filed with the Securities and Exchange Commission proposals for three secured trust certificates. Through these instruments backed by a pool of used Eastern aircraft, the financially pressed airline hopes to raise \$500m.

The money would be used in part to pay expenses associated with the takeover by Texas.

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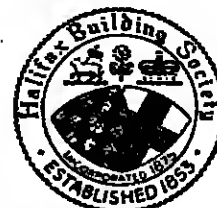
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## INTERNATIONAL CAPITAL MARKETS

## US MONEY AND CREDIT

## Bond market rout marks shift in psychology

WHILE ALL EYES were on the US stock market last week, where close to \$200bn was wiped off share prices in record trading volume, investors in the US credit markets fared little better and for the second week running saw the value of their bond portfolios drop sharply in highly volatile trading.

Bond prices started the week by falling for the fifth day in a row, rebounded on Tuesday and slumped again on Wednesday. The mere whisper, on Thursday, that the August retail sales figures might be much higher than expected was enough to send the bond market into a tailspin which quickly spilled over into the stock market where share prices suffered their biggest one-day fall in 25 years.

The next day, when the retail sales data was released—showing a smaller than expected 0.8 percentage point rise along with a lower than forecast 0.3 percentage point rise in US producer prices—bonds only managed a feeble rally. The net result was that the bellwether US government long bond ended the week with a loss of 13 points.

Since the rout in the credit

US MONEY MARKET RATES (%)				
	Last Friday	1 week ago	4 wks ago	12-month Low
Fed Funds (weekly average)	5.58	5.58	5.51	5.51
Three-month Treasury bills	5.17	5.25	5.57	7.42
Three-month prime CDs	5.35	5.50	5.53	7.48
30-day Commercial Paper	5.77	5.84	6.00	8.70
30-day Commercial Paper	5.77	5.84	6.00	8.70

US BOND PRICES AND YIELDS (%)				
	Last Friday	1 week ago	4 wks ago	12-month Low
20-year Treasury	111.1	-1	7.41	7.70
30-year Treasury	111.1	-1	7.50	7.82
10-year Treasury	111.1	-1	7.78	7.99
New "AA" Long utility	N/A	-2	7.78	8.20
New "AA" Long industrial	N/A	-2	7.78	8.20

Source: Salomon Bros (estimates).  
Money supply: in the week ended September 11 Mt rose by \$4.8bn to \$283.6bn.

markets began after the Labor Day weekend the long bond has shed 54 points and its yield has increased by 50 basis points to 7.70 per cent. Short-term interest rates have hardly budged with the result that the Treasury yield curve of 200 basis points is as steep as it has been since November 1985.

The end of summer in the US has coincided with a fundamental shift in market psychology. It has moved from a scenario in which the US Federal Reserve was generally believed to be leaning toward

that further Fed easing steps would be out of the question.

While the above description may turn out to be over-gloomy, it appears that the US credit markets are adjusting to the realization that inflation has not been completely eradicated from the US financial system as some of the more bullish observers seemed to be suggesting in the spring when oil prices appeared to be heading below \$10 a barrel. Instead, the underlying rate of inflation in the US is now probably around 3 per cent to 3½ per cent and may creep up to 4 per cent in the months ahead.

Against this background, signs of a quickening pace of economic activity in Europe, and an obvious reluctance by America's major industrial partners to be forced into cutting their own interest rates before they are ready, the US credit markets could be adjusting to reality.

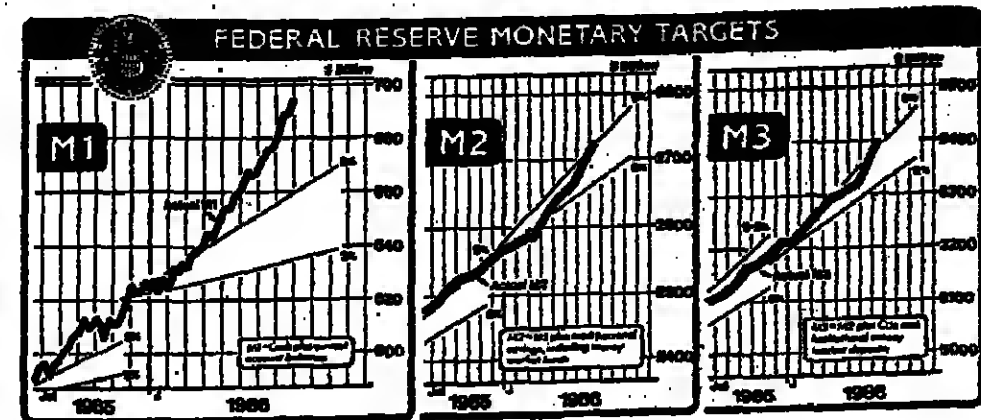
But as Salomon Brothers notes in its weekly comments on credit, uncertainty about the direction of the US economy and inflation, coupled with the malaise troubling the financial markets, yet there are other underlying causes for the market's recent per-

formance of perhaps equal or greater significance.

Salomon says that the "increasingly volatile market response" to these fundamentals reflects new features of the financial landscape. It notes that the quick and often violent response of the markets to news or rumours reflects the ever-growing capacity to move funds around the world at a moment's notice via an enhanced menu of financial instruments. Many of these instruments are designed to manage risk. They can also be used to speculate quickly and with extraordinary leverage, which can magnify market swings without changing their underlying direction.

This week the credit markets will be able to worry about a fresh batch of US economic data to be up by around 0.6 per cent growth in real gross domestic product in the second quarter. Meanwhile, analysts are expecting personal income in August to be up by around 0.6 per cent.

Given the sharp sell-off in the credit markets over the last



couple of weeks, many analysts are looking for some recovery in the week ahead but there are widely varying views about the medium term. Mr Sam Kahan of Kleinwort Benson Government Securities, says that the markets are currently trading on "the price of a bet" and that rates should decline once it becomes clear that economic activity is not about to boom and that inflation will remain contained. For the time being he expects long-term rates to trade in the 7.25 per cent to 7.75 per cent range and the yield curve to

Mr Philip Braverman of Irving Trust's Briggs Schiele division says that the market's headlong retreat is unwarranted by economic, inflation, or other fundamentals. He says that the market has turned extremely bearish and is unable to improve significantly even on good news, which suggests that "the price of a bet" is still in play. However, the long-term outlook remains "highly favourable" since the retreat has run its course.

William Hall

## UK GILTS

## A chance to reassess long-term values

THE past week has provided enough turbulence in the world's financial markets for all but the strongest stomachs. Confusion over whether equity markets were supposed to be driving bonds, or vice-versa, led to sharp changes of direction, with the responses to some outside stimuli often showing a nicely inverted sense of logic.

The UK gilt market avoided the worst of the gyrations, missing out both on the 14 point rise in the US long bond price on Tuesday and on its 34 point fall on Thursday. Dropping steadily over the course of the week, however, longer dated gilts still ended nearly three points down.

Over the course of the week, short and medium yields rose

Actuaries yield at 25 years remained at 9.91 per cent on Friday afternoon, up 25 basis points on the week.

The turmoil over the past week is scarcely the best invitation to investors to return to the market. When the mud has settled to the bottom of the pot again, however, the shake-out may have provided just the right opportunity for reassessing long-term values.

On the international front, the gilt market has closely followed the US bond market over the week, with the spread at 10 years staying close to its peak for the year of 249 basis points. At the same maturity, however, yields on UK gilts widened to nearly 400 basis points over West German government bonds and to 460 basis points over Japanese government bonds.

On past inflation rates, according to Goldman Sachs, the US securities house, the implied real yield on 10-year gilts is 7.7 per cent, compared with 6.5 per cent for West Germany, 5.5 per cent for France and the US and 4.0 per cent for

Japan. Even using the estimated future trend of unit labour costs, Goldman calculates the UK's real yield at 5.8 per cent, against 5 per cent for France, 4.0 per cent for West Germany, 4.6 per cent for the US and 3.5 per cent for Japan.

With sterling still looking rather fragile, investors may want to see this yield gap as sufficient insurance against a further decline against the D-Mark but Mr Malcolm Roberts, economist at Salomon Brothers in London, considers the nominal yield spread to Japanese bonds of 460 basis points as "very high, considering that the yen/stirling rate has already fallen by 24 per cent this year.

On the domestic front, the get-back has meant that for the first time in months gilt yields are not discounting the next cut in bank base rates. Indeed, for the first time since January, the possibility has surfaced that the next move in domestic short-term interest rates could be up and not down.

As yet the possibility is still a remote one. To the author-

ties, the current evidence on monetary conditions throws up no arguments for lowering rates and virtually no arguments for raising them. The net result—no change—is the same as it was two months ago but the balance has shifted subtly.

None of this will provide much comfort to those who have been counting on the Government to maintain a trend of declining interest rates to carry it through the flotation of British Gas.

The announcement that British Airways will be coming to the market early in the New Year, however, provides a crumb of comfort to that part of the market which remains concerned about funding pressure—barring a repetition of last week's equity market crash, \$4.75bn of asset sales should be achieved in the current financial year.

With so much background confusion, however, it is only funds with very long-term aims that can afford to do other than suspend judgment.

George Graham

## FT/AIBD INTERNATIONAL BOND SERVICE

US DOLLAR				Pound Sterling				Swiss Franc				Japanese Yen			
ISIN	Price	Yield	Chg.	ISIN	Price	Yield	Chg.	ISIN	Price	Yield	Chg.	ISIN	Price	Yield	Chg.
US Govt 10/15/86	111.1	7.41	-1	UK Govt 10/15/86	111.1	7.41	-1	CHF Govt 10/15/86	111.1	7.41	-1	JP Govt 10/15/86	111.1	7.41	-1
US Govt 11/15/86	111.1	7.41	-1	UK Govt 11/15/86	111.1	7.41	-1	CHF Govt 11/15/86	111.1	7.41	-1	JP Govt 11/15/86	111.1	7.41	-1
US Govt 12/15/86	111.1	7.41	-1	UK Govt 12/15/86	111.1	7.41	-1	CHF Govt 12/15/86	111.1	7.41	-1	JP Govt 12/15/86	111.1	7.41	-1
US Govt 1/15/87	111.1	7.41	-1	UK Govt 1/15/87	111.1	7.41	-1	CHF Govt 1/15/87	111.1	7.41	-1	JP Govt 1/15/87	111.1	7.41	-1
US Govt 2/15/87	111.1	7.41	-1	UK Govt 2/15/87	111.1	7.41	-1	CHF Govt 2/15/87	111.1	7.41	-1	JP Govt 2/15/87	111.1	7.41	-1
US Govt 3/15/87	111.1	7.41	-1	UK Govt 3/15/87	111.1	7.41	-1	CHF Govt 3/15/87	111.1	7.41	-1	JP Govt 3/15/87	111.1	7.41	-1
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## FINANCIAL TIMES SURVEY

Monday September 15 1986

## UK Engineering

The mechanical engineering sector is still going through a difficult patch after years of contraction and in the face of fierce competition from other countries. A number of the successful companies are concentrating on specific products, or finding new markets.

## Restless concern about changes

By Nick Garnett

THE UK's mechanical engineering industry has been in a restless mood during the past year. Slightly unsure of itself again after the post-recession upsurge — with some export markets faltering and only weak domestic demand to fall back on — the industry has been the subject of a wave of potentially significant changes.

Takeovers, both welcome and unwelcome, have come thick and fast: many resulting from the predatory instincts of half-a-dozen mini-conglomerates whose long-term influence on the structure and behaviour of British engineering has yet to be determined.

The Japanese have arrived in the UK as equipment assemblers in two sectors for the first time.

Komatsu in construction machinery and Yamazaki for machine tools — with the help of Government cash assistance that has annoyed indigenous manufacturers already struggling with production over-capacity.

The industry's unions have been locked in discussions with the Engineering Employers Federation representing 5,000 companies over proposals for ground-breaking changes in labour practices.

In return for a reduction in the 39-hour working week which, if granted, would have major repercussions for the rest of British manufacturing, the unions have offered virtually to

and restrictive demarcations and give employers greater control over the deployment of workers.

Training is benefiting from some new and positive developments but some very serious medium-term worries surround the UK's skills pool.

The Amalgamated Engineering Union, the main union in engineering, has agreed to end time service which means that all craft training will be based on industry standards. The Youth Training Scheme is becoming increasingly integrated into the first-year craft training.

However, the recruitment of apprentices has been wallowing at a perilously low level throughout the 1980s. The Engineering Industry Training Board believes that by the end of the decade the industry will suffer from a serious shortage of technicians and, in some parts of the country, of craftsmen.

Meanwhile, engineering's 45 professional institutions show few signs of reducing their numbers to a more manageable figure. The proposed merger of the Institution of Mechanical Engineers and the Institution of Production Engineers failed to secure the required votes of their members.

Dr Kenneth Miller, director-general of the Engineering Council would like to see a smaller number of professional bodies but at least they are working closer together with each other these days in groupings within the council.

The main concern of the mechanical engineering industry, however, is the shakier trading conditions affecting most, but not all, of its sectors this year.

Managers and their workforces worked hard during rationalisations of the early part of the 1980s, introducing more competitive products and re-learning the art and the grind of exporting.

Many companies have retooled, begun to grasp the importance of workflow and the serious costs of getting that wrong. They have also introduced some limited improvements in labour flexibility.

Some companies too have chosen to make a new living in niche markets, which up to now is a strategy that has worked. That was particularly so in machine tools. All these changes paid dividends in 1984 and through part of last year.

Since then however, optimism has been tempered as exporting, for a number of the most important mechanical engineering sectors, became increasingly steeper.

It is not just Britain that has suffered. The vastly larger and healthier West German engineering industry has also found exporting tougher but it has the comfort of a 4.5 per cent increase in domestic demand within the Federal Republic.

A major question staring the UK's engineering industry in the face is whether this is just a cyclical downturn in which many other manufacturing in-

dustries are also struggling, or is it something more deep-rooted where the traditional weaknesses of under-investment, small volumes and indifferent marketing will again be laid bare.

Many years of brutal contraction left deep scars on mechanical engineering but it is still a much larger, and in some sectors much more thriving, industry than most people imagine.

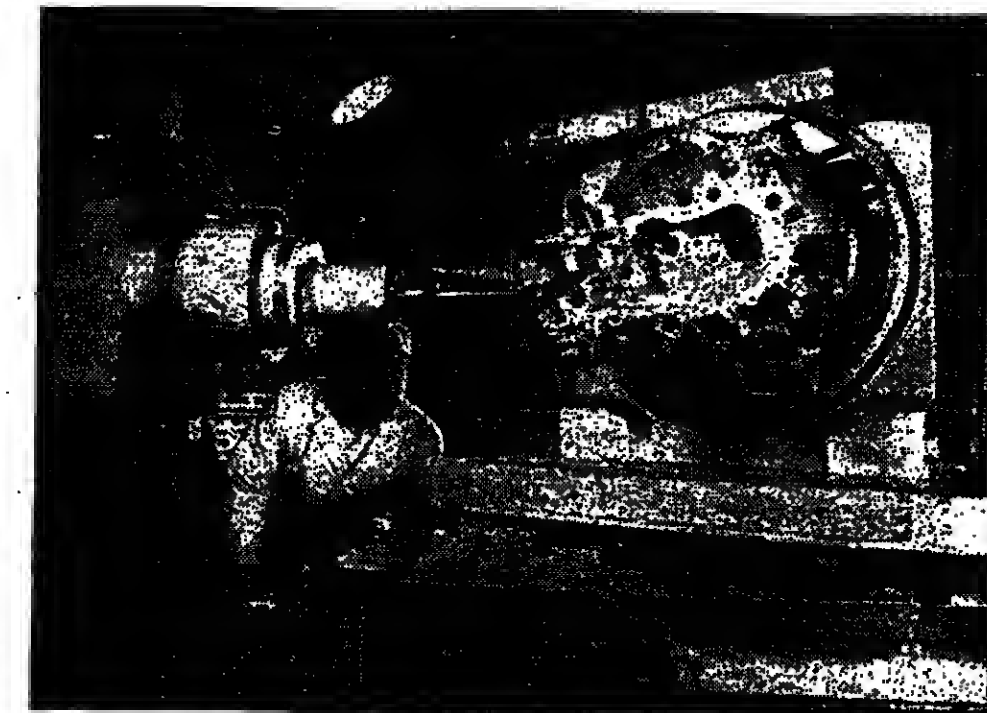
All the UK companies involved in engineering — including aerospace, car makers, shipbuilders and electrical as well as mechanical engineers — employ a total of 2.1m people in the UK with combined sales last year of \$88bn.

Mechanical engineering accounted for more than a quarter of that figure and is only marginally smaller in total turnover than electrical and instrument engineering, the growth sector of the 1970s and early 1980s and on which Government ministers pinned so many wildly unrealistic hopes.

Mechanical engineering employs directly about 850,000, only marginally below that of electrical and instrumentation.

Total engineering employment has dropped by a third since 1979. Within that fall though the employment structure has been shifting significantly. Manual employment has dropped by more than 40 per cent from 2m to 1.2m while the number of scientists and technologists rose by 45 per cent.

Within mechanical engineering, the UK has world leading



Machining an engine control unit for handling fuel flow in a Harrier jet aircraft

companies in such sectors as process plant, power generation and construction equipment, while in a few areas of activity, such as tractor building, the UK ranks right at the top of the Western world league as a volume producer. In some other sectors, though the UK has become much smaller and weaker.

"Mechanical engineering is still a large sector, involving a considerable amount of new and developing technology," says Mr Ian Thompson, the IEEF's economic adviser. "Total numbers employed in engineering though have declined and will continue to decline but employment of scientists and technologists will continue to increase."

The rise of engineering company share prices reflected higher profits and a more fashionable standing for them in the City of London. It also partly mirrored the activities of the mini-conglomerates like Williams Holdings, F. H. Tomkins and the Abdullah Brothers' Evered Holdings.

Mainly characterised by young entrepreneur-style owners and managers, decentralisation and tight financial controls, these companies remain relatively small in the industry and their

long-term impact questionable. Companies that have changed hands this year in the rush of acquisitions include valve maker Pegler Hattersley, Fairway Engineering, Dupont and some GKN subsidiaries. Associated Engineering and even TI have also been caught up in one form or another in the maelstrom of take-over attempts, or speculation. Bid failures have included those of Siebe for APV and Evered for McKechnie.

Engineering shares took a knock last month after a disappointing review of the second half of this year from GKN but shares subsequently rallied. Output from engineering actually rose marginally in the UK during the second quarter of this year and mechanical engineering showed the most marked increase.

Overall, there are other, more worrying, indicators. The 350 member companies of the National Association of Steel Stockholders report a 9 per cent drop in sales so far this year.

Tonnage sold by the forging industry was down by 12.5 per cent in the first six months of this year compared to last though much of this fall is accounted for by difficulties in vehicle manufacture.

Many industries continue

their complaints about lack of soft loans and general Government disinterest in the practical tools to assist export drives, as well as the paucity of domestic demand and the low levels of domestic capital equipment spending.

The state of health of the different sectors and the problems they face in particular markets vary markedly though. Tough times look to be ahead for many process plant manufacturers but some specialist areas within that sector are more bullish than they have been for some time.

Paper machinery makers made a strong comeback after the disastrous times of the early 1980s when demand slumped as many paper mills worldwide shut down. Many companies in this sector are still performing very well but some of their domestic competitors failed to make the product changes when they had the chance and might now be too small to survive.

Some observers believe electricity generating plant manufacturers might start running out of work next year. Britain is now the Western world's biggest producer of tractors alongside Italy but output from British plants is almost 20 per

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cent down this year as world agricultural equipment markets continue to slide.

The machine tool sector staged a remarkable recovery from its problems four or five years ago when some were writing it off. In particular, manufacturers of the all-purpose machining centres have regained a lot of market share from the Japanese. The domestic market has recently become much more difficult and exports are not as thriving as they were last year. Job shedding has returned to this sector.

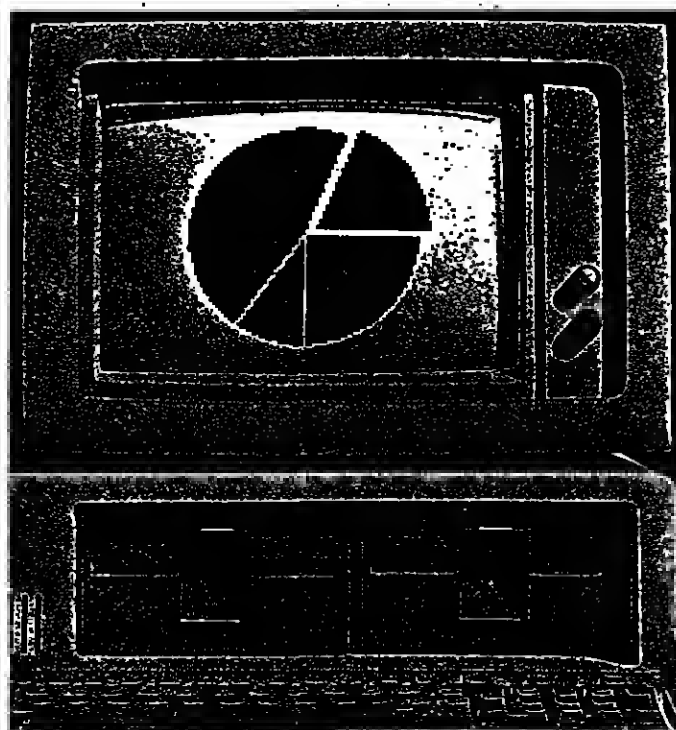
Most manufacturers of the heavier type of mining equipment have enjoyed a strong domestic market following the ending of the 1984-85 miners' strike and have been selling well abroad, particularly "long-wall" technology for which Britain is a world leader.

The rate of pit closures though is bound to disrupt the UK market in the medium-term and some companies are reporting that the economic downturn in the US — Britain's biggest export market — is beginning to hit sales.

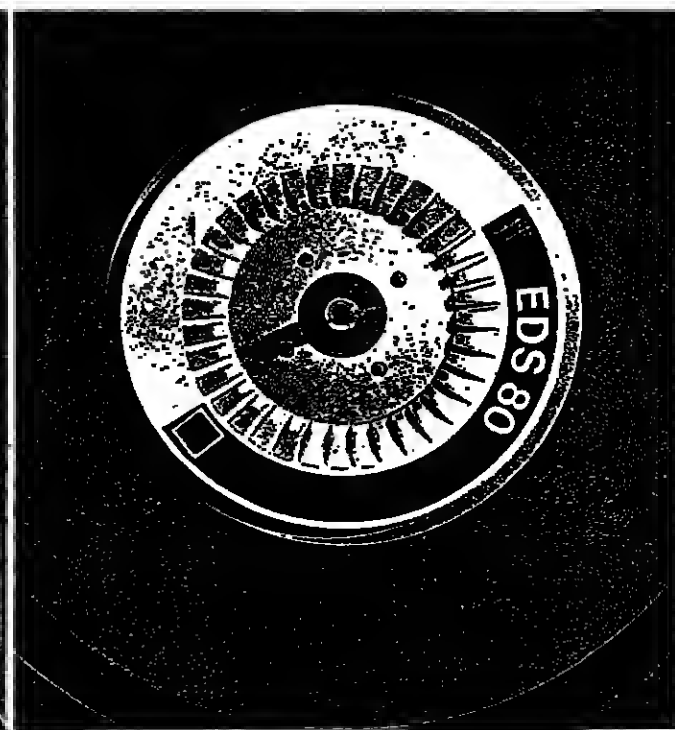
Construction equipment is to some extent at variance with the rest of mechanical engineering. The domestic market has grown by up to 10 per cent this year and analysts forecast an increase in output from British plants of about 7 per cent.

The optimistic view is that British engineering will pick up again at the start of next year after a somewhat sticky 1986. But if his view proves wrong, mechanical engineering might enter a new phase of redundancies and factory closures, not on the scale of the recession but painful enough to remind everyone of the fragility of British manufacturing.

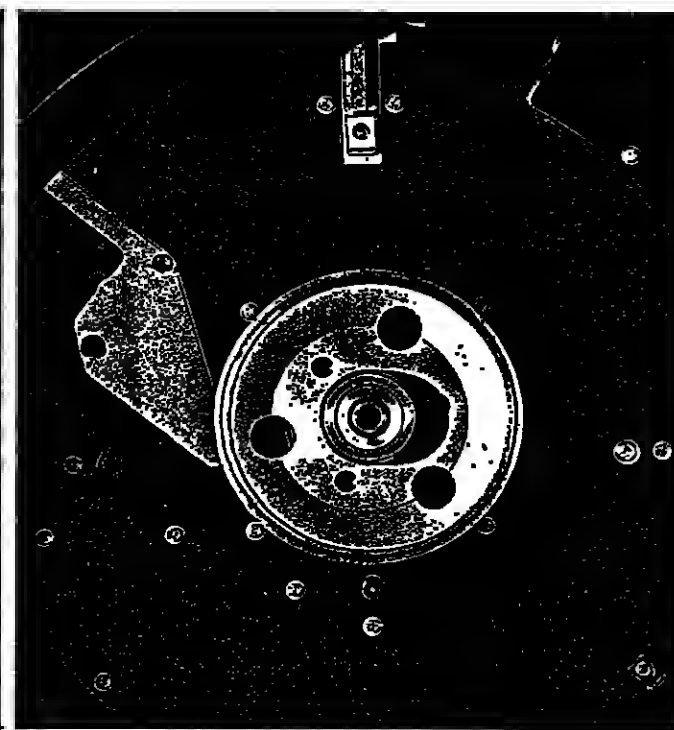
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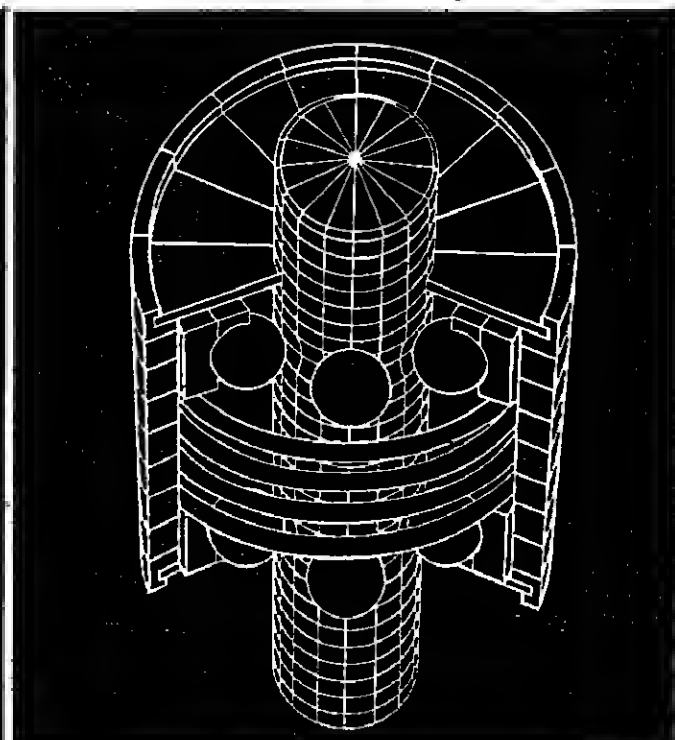
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0065



## UK Engineering 2

## Process plant

## Tough times ahead at home and abroad

THERE ARE tough times ahead for British suppliers of process plant. At home, the future of some major capital projects is shrouded in uncertainty. Abroad, they face increasingly tough competition.

However, the picture is by no means universally gloomy. Indeed, some parts of the industry, particularly the plant, vessel and process equipment sectors as surveyed by the Process Plant Association, are more optimistic than they have been for some time.

Total expenditure on plant by UK process industries, which has been rising steadily since 1983, is expected to peak this year. One of the largest question marks hangs over the oil and gas production sector, with the effect of falling oil prices on plant orders likely to make itself most strongly next year.

UK process plant suppliers could have done without the additional doubt surrounding the fate of the nuclear power programme. Most of the suppliers that would benefit from a government go-ahead for Sizewell B could also expect work from a new line of coal-fired stations, but not for some time.

While the future of some large capital projects may be in doubt, there is increasing demand for smaller and more sophisticated plant. One example of improvements in plant technology is the replacement of analogue with digital controls to increase energy

efficiency and optimise production. Refurbishment and modification (R and M) of existing plant is also a growing part of the market, particularly in the chemicals and petroleum refining sectors which have seen the largest increases in process plant expenditure. New build now covers only about 40 per cent of total investment in the chemical industry, for example, compared to 50 per cent a few years ago, while investment on R and M has risen from 21 per cent to 59 per cent.

The CIG's expenditure on repair, maintenance, refurbishment and new plant is likely to increase above its present level of £500m, while R and M spending is almost entirely on improving or refurbishing plant. R and M provides profit-making prospects for the same companies that would have supplied new plant. In the US, pump and valve suppliers, for example, have done well in the recession by specifically timing the growth R and M sector, achieving better profit margins than they have on supplying exclusively new equipment, though a good deal of R and M work represents a demand for new products.

In this changing market, the plant suppliers that adopt most effectively will be the ones to survive. More and more UK companies are introducing computer-integrated manufacturing, for example, while American companies stress the importance

of "cell manufacturing" techniques to improve the flexibility of machines and workers, enabling them to make products in very short runs and at short notice.

Such techniques are especially suited to R and M work, says Mr Ian Mackay, secretary of Nedo's economic construction and process plant economic development committee, who last year visited North American suppliers. "An oil company with a broken pump will pay over the odds to get it back in hours rather than days."

However, R and M work is unlikely to fill the gap left by the fall-off in new orders at home, a situation not helped by the openness of the British market, while other industrialised countries have surrounded their industry with protective rings.

Even the oil industry, which places between 70 and 80 per cent of its orders for plant in the UK, has proved far from a pushover for the British plant suppliers. About half of that business goes to overseas-owned companies. This openness has been a spur to competitiveness for UK companies in an increasingly international market. In the past, multi-national client companies operating in the UK have assessed its plant suppliers of being complacent in the home market.

But it has had adverse effects also. Some UK buyers of process plant have bought cheaper, lower-quality plant from overseas, using the savings to employ managers to inspect production to ensure that a suitable standard of product is achieved. "This policy has the danger of driving some good UK suppliers out of business by encouraging second-rate companies at the expense of the real industry," Ian Mackay says.

Process plant suppliers are responding to these challenges. They are starting to look at ways of developing their equipment by, for example, offering project management as well. Management development is seen as another important issue, with the need to attract more graduates, not just to manage the change now reverberating through the industry but to improve the flow of technology from academia. Companies are also being encouraged to draw up a long-term manufacturing strategy.

While the home market for process plant may be generally uncertain, overseas markets could present suppliers with good opportunities. But to compete in the world market, size will be all-important.

Europe could provide companies with a stepping stone, allowing them to grow in strength and capability before taking the risks on a world market. A wider European market, with the present trade barriers removed, would also help smooth out the peaks and troughs faced by suppliers to the UK market.

According to Mr Mackay: "Our process plant suppliers have been in the comfortable situation of having a strong international contracting industry based in Britain to sell to. They would possibly get a better share of overseas business by selling direct to international, particularly Japanese, contractors working in third markets."

Japanese contractors are now reviewing their procurement policies. It is possible to get business with them which hasn't been there before and may not be true in a few months' time when they have selected their partners.

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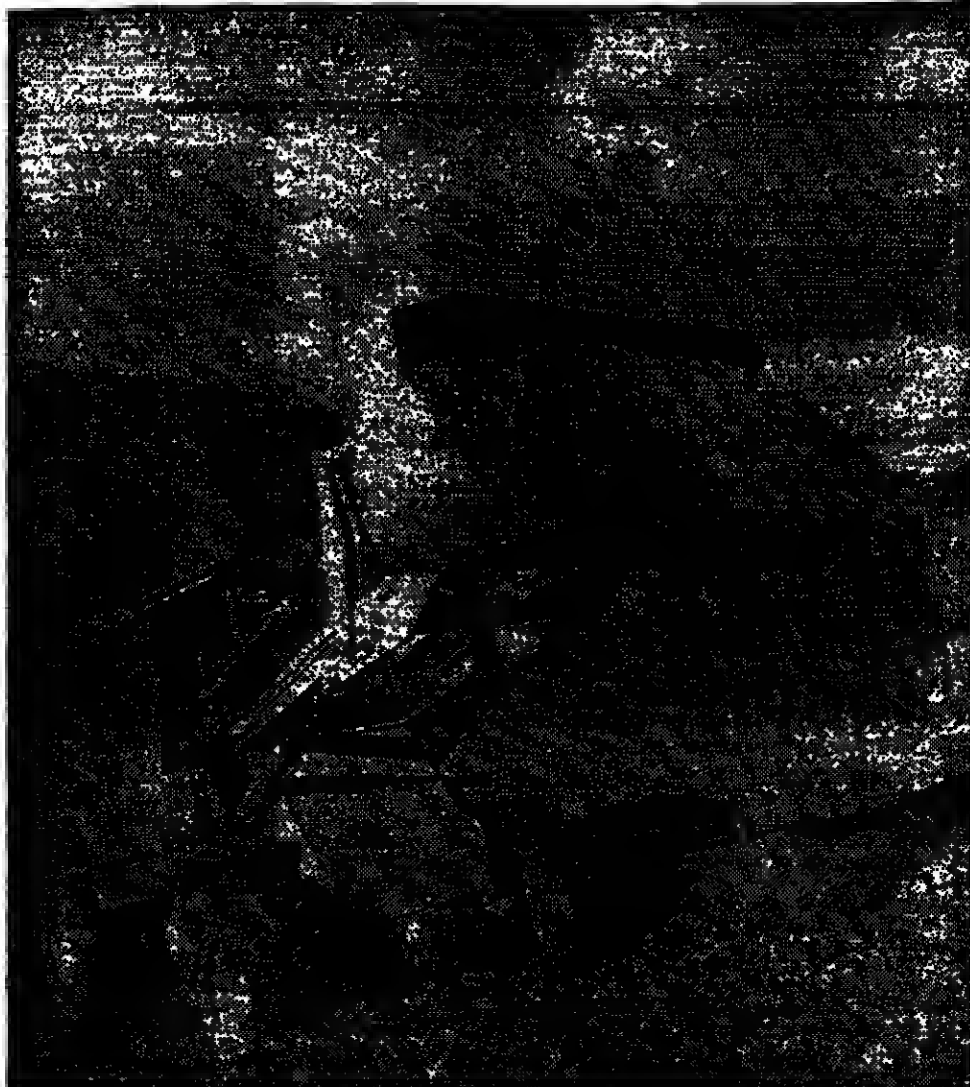
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This articulated loading shovel made by JCB also has four-wheel drive, enabling it to work in difficult conditions and confined spaces

## Construction equipment

## Domestic market well up

CONSTRUCTION equipment makers have enjoyed considerable trading stability this year. The equipment market worldwide has eased off the bottom and the UK domestic market might be up by as much as ten per cent during 1986.

Some 25 significant producers are engaged in making construction equipment that rolls or crawls, with a total turnover estimated at between £670m and £760m. Close to 10,000 people are employed in manufacturing construction and allied equipment, producing 16,000 "vehicles" of one type or another, according to marketing consultants, Planteccon. Profitability levels have been improving this year and the Corporate Intelligence Group, another marketing consultant company specialising in construction and agricultural machinery, forecasts that UK output of construction equipment will be 8 to 10 per cent higher this year than last.

British producers have been generally pleased at the progress they have made on quality and productivity. However, one study has put productivity of European plants as measured by turnover per employee at between 1.6 and 2.8 times higher than in the UK.

A number of significant developments have been reshaping parts of the sector recently. Four directors of Ruston-Bucyrus, which makes mechanical shovels, draglines and cranes in Lincoln, bought the business from Beca Western of the US for \$4.2m. Ruston-Bucyrus had been a joint venture between Beca and GEC of the UK.

The Bim group, a construction industry supply arm of C H Beazer, bought Benford Concrete Machinery for more than \$20m.

Sanderson took over the Priestman business in Hull, part of the fall-out from the demise of the Arcor group, while Caterpillar of the US

moved into commercial production of its new backhoe loader in Leicester.

Cat has decided to source its worldwide requirements for backhoes from Leicester and make all its D6 crawler dozers for the West at its Glasgow plant. Cat also has the DVB articulated dump truck plant in the North East. Articulated trucks have become increasingly popular at the expense of rigid dumpers.

By far the biggest potential change on the construction equipment scene was the decision by Komatsu of Japan, the world's number two construction equipment maker, to assemble hydraulic excavators and wheel loaders at a factory vacated by Cat in Birley, near Newcastle, Tyne-side.

Dumping duties on Japanese hydraulic excavators of up to 31 per cent had earlier been imposed by the EEC. That has given some respite to British and European makers facing Japanese competitors whose penetration in the UK for this product, for example, had reached 36 per cent.

Those dumping duties though helped push Komatsu into its decision to build in the UK. The £12.5m production project was vociferously opposed by the Federation of Manufacturers of Construction Equipment and Cranes, ostensibly over the £2.35m of direct government assistance the project is receiving.

Komatsu is somewhat behind its start-up schedule but assembly of mid-weight excavators and wheel loaders should begin next spring. The company intends to handle 2,400 of these a year, split between the two products, by 1988.

Mr Torio Komiya, managing director of Komatsu UK, says the company will not rule out building a new plant in the UK, but that the Birley site can handle and Komatsu can sell.

Mr David Phillips, of the Corporate Intelligence Group,

argues that while the market is tough with every sale "like taking out nails," UK manufacturers are benefiting from past years of rationalisation and that those manufacturers still in the picture should be capable of surviving. "I cannot see any that have a death knell hanging over them," he says. JC Bamford dominates the UK scene, its £200m turnover representing about a quarter of overall UK output. Some 70 per cent of its sales are accounted for by backhoe loaders.

JCB says its production this year is up 10 per cent on last year. "We feel that the equipment market is climbing out of the slump," the company says.

Other complaints with significant production sites include Grove Coles—product of the purchase by Grove of the US of Coles, renowned for its mobile cranes; Terex, which makes a range of products from dump trucks to graders and scrapers; and MF Industrial (part of the Vauxhall Corporation), whose Manchester plant is the worldwide source for the company's backhoes.

Mr Bull expects the industry to come out of this downturn at the beginning of next year, producing a much stronger performance in 1987. He concedes though that this is partly based on crystal ball gazing and that 1987 might not turn out the way machine tool makers hope.

A number of events and trends have made an impact this year. The announced closure of IFA plant at Blaydon near Newcastle to move its operations to a new site in Coventry state reminded everyone that rationalisation was not a thing of the past.

Nick Garnett

## Leading machine tool export markets 1983-5\*

1983	1984	1985
All countries	All countries	All countries
216.3	228.3	265.9
REC	REC	REC
49.9	53.5	63.3
1 US	1 US	1 US
38.5	39.8	68.4
2 W. Germany	2 W. Germany	2 W. Germany
17.2	11.4	25.4
3 France	3 France	3 France
15.7	10.7	14.7
4 USSR	4 USSR	4 USSR
9.6	9.3	10.7
5 S. Africa	5 S. Africa	5 S. Africa
9.5	8.3	8.9
6 India	6 India	6 India
7.8	7.2	7.5
7 Canada	7 Canada	7 Canada
7.8	6.5	7.1
8 Sweden	8 Sweden	8 Sweden
7.5	6.2	6.2
9 Italy	9 Italy	9 Italy
4.8	4.7	5.9
10 Switzerland	10 Switzerland	10 Switzerland
4.6	4.3	5.6
11 Belgium	11 Belgium	11 Belgium
4.4	4.3	5.6
12 Switzerland	12 Switzerland	12 Switzerland
4.4	4.3	5.6

\* Includes export of new and used machines.

Source: Customs and Excise.

## Machine tools

## Sales up but the home market sags

ON THE face of it at least the British machine tool industry has not been performing too badly.

Total sales last year were up 20 per cent to £500m, the second successive very substantial increase. This compares very well with the low point of 1981 when sales collapsed from £500m in the previous year to £450m.

Imports have been held at below 50 per cent for the past three years. The 47 per cent import penetration by value in 1985—dominated by West German manufacturers which accounted for more than a quarter of the £200m of exports to the UK that year—was the lowest percentage penetration since 1979.

According to figures from the Machine Tool Trades Association, exports have fallen steadily as a share of total output to 44 per cent in 1985. But those figures partly reflect the disastrous collapse in home sales in the early 1980s, when exports soared as a proportion of much lower overall output.

This year, however, the domestic market has sagged, along with many other UK sectors that purchase engineering equipment. Machine tool companies in general are having a sticky time of it than they did in 1985.

"This year sales are patchy," says Mr Ron Bull, president of the machine tool association. "Some companies are doing reasonably well and some are not doing so well. There is a decline in the UK market this time and we are in one of those cyclical downturns."

JCB shedding has again returned to the industry. Through the late 1970s and then into the depths of recession the UK's machine tool workforce slumped from 45,000 to 30,000, but when the market picked up in 1982 and 1985 employment rose by 2,000. It now seems to be slipping again.

Companies are continuing to export quite strongly but the US is not the healthy market it was last year. The US and West Germany have been the two biggest overseas markets for British machine tool companies for some time though China has risen from nowhere to become the fifth most important overseas sales area.

Mr Bull expects the industry to come out of this downturn at the beginning of next year, producing a much stronger performance in 1987. He concedes though that this is partly based on crystal ball gazing and that 1987 might not turn out the way machine tool makers hope.

A number of events and trends have made an impact this year. The announced closure of IFA plant at Blaydon near Newcastle to move its operations to a new site in Coventry state reminded everyone that rationalisation was not a thing of the past.

The arrival of Yamazaki which

will begin assembling a range of small and medium-sized lathes and machining centres in Worcester later this year with the help of £5.2m of Government assistance sent shockwaves through the industry.

That company's output will surely hurt a number of indigenous manufacturers and Yamazaki has already raised its output targets by 65 per cent to over 700 units a year.

The Bridgeport machine tool operations were brought out by its American managers from its US parent, Tectron. The new Bridgeport company has sites in the US and at Leicester and Bridlington in the UK and there is some annoyance among British managers that they were not allowed to purchase the UK end of the business. Bridgeport claims to have become the largest machine tool producer in the UK in terms of sales.

One significant trend has been a remarkable light back by British machining centre manufacturers, including Bridgeport, TL Wadkin and the family business of Beaver in Warwick. UK-made machining centres now account for 40 per cent of unit sales as against 25 per cent four years ago.

One further trend that has helped under British machine tool companies is the rise of the yen and the damage this has done to Japanese machine tool producers and their sales in Europe. Imports of Japanese machine tools have been changing their marketing tack by stressing quality and their ability to put "systems" together rather than concentrating on the price aspect of machines.

Nick Garnett

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## Mining equipment

## Staring at imponderables

MINING EQUIPMENT makers are staring at a number of imponderables. Many of the manufacturers, particularly those supplying the heavier equipment used in longwall mining, are enjoying a good year in the domestic market following the trauma of a nosedive in demand during the 1984-85 miners' strike and its aftermath.

They have benefited from British Coal's productivity drive and its increased investment at the collieries, particularly for the new kinds of very heavy machinery.

The medium-term outlook for the domestic market is cloudy though because the rapid rate of pit closures will eventually sap demand for equipment.

During the miners' dispute many companies redoubled their exporting efforts and this paid off. However, the slowdown in economic growth in the US by far the biggest export market for British-made equipment—is already beginning to puncture some of the UK manufacturers' buoyancy.

To add to this problem South Africa and Australia—number two and number four respectively in the foreign markets for British manufacturers—

have been hit by currency devaluation and sliding oil prices.

Export sales of mining equipment produced by the 57 members of the Association of British Mining Equipment Companies rose to £135m last year from £134m in 1984.

Underground equipment accounted for all that growth, sales rising by 17 per cent to £17m. Exports of surface machinery slipped badly by 14 per cent, mainly due to the completion in 1984 of several large projects in Asia.

Producers of coal-cutting power loaders, powered supports, armoured conveyors and other equipment for longwall mining—in which long walls of coal are removed on the edge of the mine with roof supports introduced as the coal is cut—account for about a fifth of sales.

Longwall mining equipment is dominated by the eight members of the British Longwall Mining Association—Anderson Strathclyde, British Jeffrey Diamond, Dwyer Mining and Dwyer Meco, Fletcher Sutcliffe WIL, Gullick Dobson, Harwood and Mining Supplies, Dosco, part of Hawker Siddeley, is also a sub-

stantial supplier, mainly of tunnelling equipment.

Members of the longwall mining association together secured sales of £460m last year of which £97m were exports. However exports were only marginally up on last year's £94m.

Mr Jack Shepherd, chairman of the longwall mining association, says best sales prospects are in the US, India, South America and the Far East. He complains though that the UK does not provide enough soft loan packages for engineering exports and that much of what is available is swallowed up by power station contracts.

"Unless the Government changes its stance on these, the opportunities will pass us by," he says.

Some long-term positive factors might work in the favour of longwall equipment for which British makers are among the world leaders. For example, longwall mining is becoming more competitive worldwide with open-cut and more traditional mining systems, and coal mining worldwide is growing.

Nick Garnett

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## UK Engineering 3

## Paper machinery

## Emerging from rationalisation

AGAINST the odds, the UK paper and printing machinery industries are emerging from difficult periods to compete well in home and overseas markets.

The most trying time for paper machinery makers was the early 1980s, when a recession hit the paper industry worldwide and many mills were forced to close. These released a lot of secondhand machinery on to the market, reducing still further the demand for new equipment.

However, the mills that survived came back stronger, one estimate suggesting that last year, the UK pulp, paper and board, and "converting" industries invested more than any other EEC country in new equipment.

Papermaking machinery makers generally responded to the recession by trimming their workforces, and rationalising their product lines. Black Clawson International, whose joint managing director, Mr Eric Langdon, is also chairman of the British Paper Machinery Makers Association, shed 200 of its 1983 workforce of 400. "We had an enormous range of products, from one end of the paper mill to the other, and decided instead to zero in on countries and customers."

Black Clawson also closed its own foundry supplying it with specialised steel castings and now buys these from outside. Rationalisation seems to have had the effect of making sales by the 41 member companies of BPFMS have increased steadily over the past two years. In 1984, they sold \$51m worth of equipment, of which exports were \$49m, a 30 per cent rise on the year ending last May, sales were worth \$120m, with exports reaching \$74m or 61.5 per cent.

At the same time, the larger UK companies have placed an increasing emphasis on product development and strengthening

research and development programmes. Britain is now in the lead in technology for the cleaning and preparation of waste paper for use in the printing industry, and in machinery for washing pulp.

In other areas, such as high-speed machines used in the lightweight paper and tissue industries, it lags behind. "We cannot stand still in this area," Mr Langdon says.

UK machinery makers face tough competition in the home market from Finnish, Italian, German and French companies. After the recession, we had to make sure that every managing director and chairman knew we were still alive and well, because our foreign competitors wanted to drive UK companies into the ground."

But many believe that it is on the strength of its performance in overseas markets that the fortunes of the UK industry will rise or fall. There are several factors such as currency fluctuations and the political situation are likely to determine its success. British companies also face competition from countries often offering better financial terms than the UK.

One example is China, where Mr Langdon leads a trade mission next month. Association members are very active in the PRC, have a number of contracts and the potential is thought to be considerable. But the Finns, Germans and Swedes have all developed strong relationships, and their paper machinery manufacturers are taking full advantage of the situation.

Mr Langdon says: "If the BPFMS had only \$20m of the \$500m long-term, low interest loans offered by the UK Government, this would have been an excellent backdrop to our trade mission." But when the soft loan facility was announced, we were told it was already spoken for by the larger UK organisations."



The Massey-Ferguson 290 farm tractor at work

The British printing machinery industry, which is similarly heavily dependent on overseas sales, has had to adapt to rapid technological change in the printing industry. Perhaps most significant has been the declining market for hot metal presses, at least outside the Third World and Eastern Europe.

The UK seems to have earned its spurs, last year occupying equal second place in the world export league with Japan and the US, each shipping some US\$400m of equipment; with Germany undisputed leader at US\$1.1bn. During two weeks at the Drupa exhibition in Düsseldorf in May, Britain achieved sales in excess of \$100m.

The largest market for UK products is the US, which in 1984, OTCO statistics show, took US\$90m worth of British typesetting, press and pre- and post-press equipment.

Most successful is the pre-press sector. According to figures from the British Federation of Printing Machinery and Supplies (BPFMS), the UK has over 20 per cent of the world market. For example, Crosfield Electronics' US subsidiary achieved a turnover of \$35m last year.

Time Magazine in New York

runs its total colour pre-press operation on Crosfield equipment, spending \$20m in the last three years with the company in setting up colour imaging and data transmission to eight printing sites in the US.

Monotype has recovered well from the decline of hot metal over the last 20 years. Founded in 1897, its hot metal typesetting machines are in use in book printing plants around the globe.

The company's development of the first laser typesetting machine in the world has taken it into the newspaper market, while it was the first company to harness new technology to the task of setting Chinese. The majority of China's official typesetting needs are now handled with Monotype equipment.

British manufacturers of printing presses have also performed well in world markets. They are the world's largest exporters of equipment for printing wall coverings, for example, while British equipment now produces 75 per cent of all pocket books printed in the US and Canada, approximately 200m copies annually.

Alastair Guild

## Agricultural equipment

## Output reflects downturn

MANUFACTURERS of farm tractors are having a difficult year in 1986 and producers of other agricultural machinery in the UK, while not suffering to the same extent, are also closing sliding markets.

Sales of all farm equipment in 1985 totalled £1.3bn, a small decline from 1984 levels, with \$280,000 deriving from tractors and \$300,000 from all other types of machinery, according to the Agricultural Engineers Association. This year is expected to turn out much poorer.

Output of tractors in the UK, which ranks alongside Italy as the biggest producer in the Western world, slumped by 19 per cent in the first six months of this year compared with the same period last year. This reflects the continuing downturn in world demand for agricultural equipment. Domestic demand in the UK actually fell by 27 per cent.

However, the three principal tractor makers in Britain—Ford, Massey-Ferguson and Case International—exported 80 per cent of their output and the very large positive balance of trade in tractors reflects one of the healthiest sectors in the UK.

It is a sector too that is investing. Massey is half way through a three-year retooling and modernisation programme in Coventry and after the purchase of International Harvester's farm equipment business by Case, the merged business has reopened a mothballed tractor plant in Doncaster.

The UK is a much smaller producer of other agricultural machinery. Its output, 50 per cent of which is exported, is probably less than half that of West Germany and smaller than in France and Italy.

Sales of British-made non-tractor agricultural machinery like being about 20 per cent down this year. Exports are also lower though by a much smaller percentage.

Taking tractors and all other forms of agricultural equipment, the UK has probably a higher export ratio than any other country.

Nick Garnett

## Trade unions

## Streamlining to meet the changes

INDUSTRIAL RELATIONS in the engineering industry stand poised on the brink of massive change. By the end of the year, says Mr Bill Jordan, new president of the Amalgamated Engineering Union, unions and employers in this often-highly traditional industry should have concluded a radical new deal on hours and working flexibility which will revolutionise how companies and employees set towards each other.

That the industry, and its unions, would have to change radically has become increasingly apparent in the 1980s as the cold bite of economic depression has chewed on companies' competitiveness, profitability and viability.

In employment terms, the impact has been extraordinarily dramatic — jobs in the industry, according to the Engineering Employers' Federation, are down by 34 per cent, from roughly 3.2m when the Conservative government came to power, to about 2.1m at the beginning of this year.

That huge change has been accompanied by, and has stimulated, other shifts within it. These include:

- A considerable increase in the use of computer technology, requiring a corresponding change in the industry's mix of skills — furthering a move away from much more white-collar styled employment;
- Many more female employees, especially in the production areas of electronics and electronic engineering;

• And a geographic shift away from the industry's old heartland areas — especially the West Midlands — towards the new, more technical, engineering towns of the south, and in employment growth areas such as the M4 corridor, Cambridge, and south Hampshire.

Such structural shifts have prompted a twin dynamic: they are forcing often very tight-bound employers to change the way they work, to introduce working practices considered both outlandish and unresolvable a couple of decades ago. And they have presented the industry's unions with a challenge to change — significantly, largely accepted — which Jordan and Gavin Laird in the AEU, Roy Sanderson in the electricians' EETPU and others have come both to define and to symbolise.

In a sense, the talks currently taking place between the EEF and the Confederation of Shipbuilding and Engineering Unions on flexibility and hours are only pushing to a national level what many companies in the industry have been doing at the grass roots for some time.

Some companies — though probably considerably fewer than looks the case from the attention the move has provoked — are restructuring their workforce by means of numerical flexibility, greatly expanding their use of contract, temporary or part-time labour, to form a peripheral group of workers around a much more highly

skilled, highly paid core group of direct employees.

Rather more companies — among them Babcock Power, Perkins, Caterpillar Tractor, Borg Warner, Eaton — are introducing forms of functional flexibility, in which old demarcation lines are broken down, and employees moved from job to job as circumstance and their skill match requires.

This is the area of the EEF-CSEU flexibility talks, trying to break free — not without opposition — from the demarcation restrictions which for so long have often baffled foreign companies considering setting up in the UK, pushing them either towards non-unionism (a growing trend) or towards much more radical industrial relations practices, such as the strike-free deals being signed by the EETPU, AEU and other unions.

But it may be as much attitudinal as practical. "We're trying to get away from the concept of competition between management and employees," says Paul Humphries of Borg Warner, after the company's agreement to its astonishing six-year pay and flexibility deal, and replace it with competition between ourselves and our competitors."

What the EEF is seeking is very much in line with the kind of thinking: complete flexibility of work, no demarcations, and full management control. In a significant move towards the kind of single-union agreements which have caused con-

trovery inside the TUC, the employers have also tabled proposals for joint bargaining arrangements, which would move away from traditional multi-unionism to a single act as a string of single-union arrangements.

The unions in the industry are responding to these demands by seeking a further cut in working hours.

But behind that immediate claim lies a much greater radicalism of approach. Under Laird, now assisted by Jordan, the AEU has transformed itself from a stumbling giant of a union to a sleek, highly efficient organisation. Tans, formerly the old engineering union amalgamation's white-collar section, has scooped up a list of small, sitting unions and pushed itself much more aggressively into areas of engineering outside its previously wholly white-collar base, to the extent that it now dub itself "the manufacturing union."

The EETPU has merged more successfully than any other UK union a consensual, market-based philosophy with practice, concluding a string of strike-free deals judged extraordinary by any standards.

Dr James MacFarlane, EEF director-general, says of all these new developments that "assuming the promised advantages materialise (they could in time exercise a profound effect on British industrial relations culture."

Philip Bassett

## Education and training

## Horizons widened by new contacts

EDUCATION and training of engineers is a major policy priority for the Engineering Council, the independent body set up to represent the profession, which now has 300,000 chartered and technician engineers on its register.

It was a subject which dominated this year's Engineering Assembly at Swansea, an annual conference which the council has established to give rank-and-file engineers a new platform on which to discuss matters concerning the profession.

The council, founded after the Finlayson Committee's inquiry into the engineering profession, exists alongside the 45 engineering institutions.

Relationships between the council and the institutions have become more successful than some doubters suspected would be the case. And, in what could prove to be an important new widening of the horizons of engineering and technology in Britain, the council has recently established relationships with

the British Computer Society. Speakers at the Engineering Assembly made it clear that the need to train an adequate supply of professional engineers—and ensure that the education system is capable of meeting this objective—is deeply appreciated in the profession.

A Call to Action, a new report published by the Engineering Council, identifies the lack of continuing education and training for engineers and technicians as a significant handicap to Britain's industrial competitiveness.

It says there is a great deal of evidence to show that Britain is falling behind its industrial competitors in ensuring that the skills of its professional engineers remain up to date.

The council calls for a "radical change of attitude" towards continuing education and training, and argues that there are sound economic justifications for this. It says that companies which are committed to updating the skills of their professional engineers are more suc-

cessful commercially than those which are not.

Individual engineers and technicians, the report says, need to be more confident and motivated towards self-learning, and the academic and professional institutions need to market their training more effectively.

An industrial consultants' study carried out in conjunction with the report stresses the importance of the commitment of senior management in companies if training is to be successful.

Investigations were conducted in a range of companies chosen to be reasonably representative of the engineering industry. The researchers divided continuing education and training into two categories — that needed to develop and perfect existing products, and education "into the broader range of science, products, processes and markets in the future."

The inquiry found that almost all the training being car-

ried out in the engineering companies was in the former category. A more long-term approach "appeared to be almost non-existent."

A large number of companies — 62 per cent of those included in the survey — relied on the temporary hiring of skilled staff, possibly as a substitute for offering their permanent employees adequate continuing training.

Thirty-four per cent of companies believed that continuing education and training helped to keep staff happy, with one organisation saying this was the only reason for providing it. The research produced evidence to suggest that very few professional engineers plan their careers ahead, and that there is little ambition to reach the top. But, says the report, engineers are positively motivated when they are kept up to date in companies which are committed to retraining.

Alan Pike

## Made in Britain

This year it took just two weeks at a Düsseldorf print show for 141 UK graphic arts manufacturers to sell over £100 million worth of equipment to printers from Japan to Paraguay.

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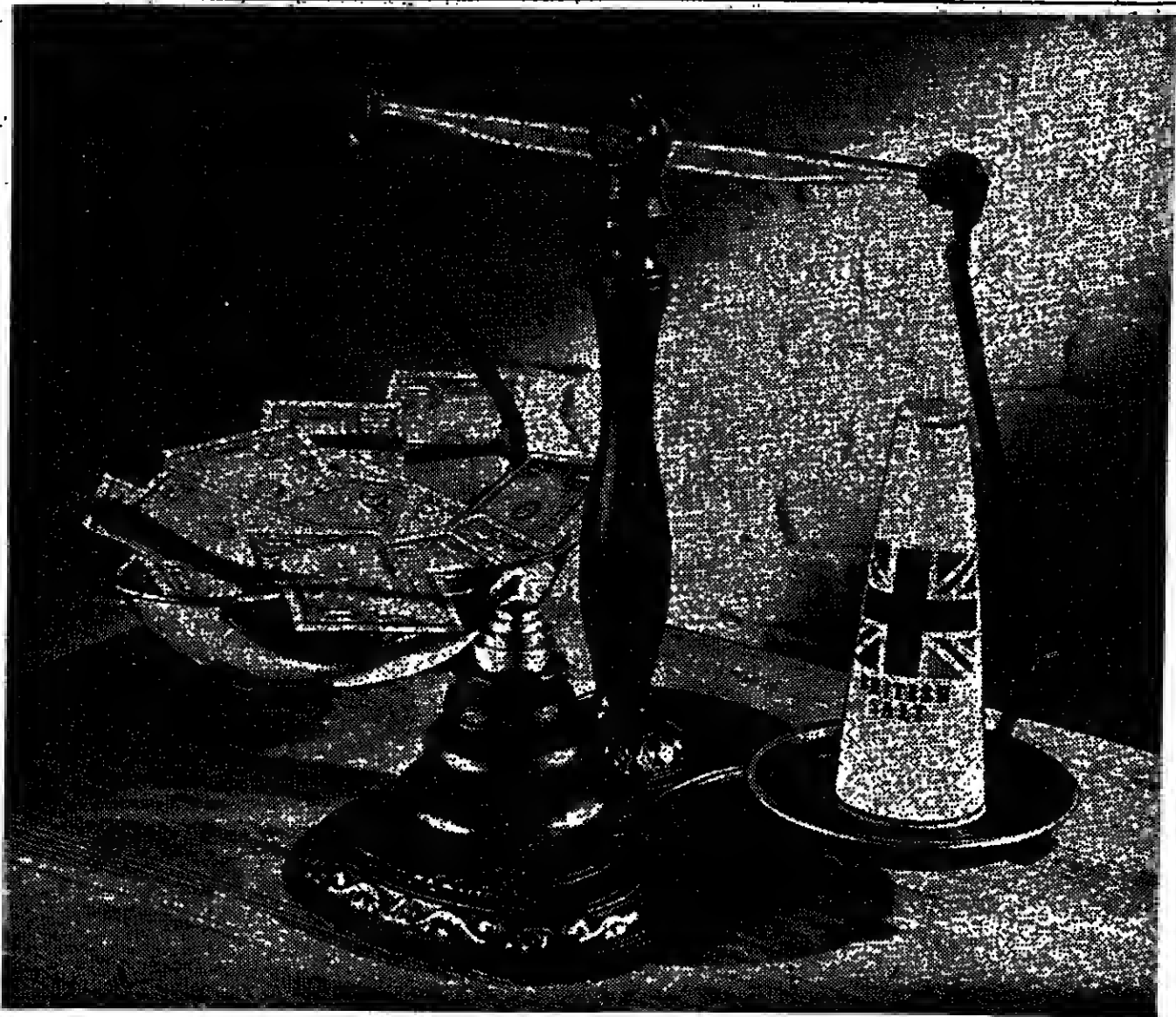
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## UK Engineering 4

## Pumps and compressors

## Flat market as restrictions bite

THE UK PUMP industry is going through a sticky patch, though nothing compared to the recession of the early 1980s. Then, many of its customers closed, while the number employed in the industry fell from its 1977 peak of more than 28,000 to about 17,000 now. The British Pump Manufacturers' Association reports activity to be flat across the board.

The market for pumps in the higher power and advanced technology ranges has been particularly affected by the present difficulties. In the past, these pumps have been used mainly by the power generation industry. But the over-supply of energy in the UK has resulted in that market almost disappearing since no power stations are being constructed. The next most important sector has been the oil industry. It required pumps which were smaller and less valuable, but still technically quite complex. The fall in oil prices has caused oil companies to cut new investment, so that market has also diminished.

Pumps supplied to the water supply, sewage and general industries were smaller still. This sector continues to invest, but restrictions on public sector spending have severely limited the scope which might

otherwise be there.

The response to this situation by the pump industry has been partly to look overseas. According to figures released by the association, total UK pump production rose from £408.6m in 1984 to £455.4m in 1985. Much of the surge in production was on the strength of increased exports, with overseas sales rising from £211.2m to £251.5m in the same period.

Company executives from Sulzer Bros (UK), for example, which has a large modern factory employing 450 people in Leeds, have spent many months seeking opportunities in the Middle East, India and China, with some success.

For instance, Sulzer has undertaken a £3m contract with Egypt's Ministry of Irrigation for the design and supply of pumping equipment for the El Ommouh irrigation project; and a £2.8m contract was awarded through CEC Electrical Projects of Rugby for eight large-capacity pumps for the Greater Cairo waste water project.

Other major special pumps have recently been supplied to Abu Dhabi, Hong Kong and Mexico. Sulzer is spending millions of pounds a year on the further development of advanced class machinery such as boiler feed pumps, injection

pumps and large waste water pumps to improve quality and reliability and save costs. The same policy applies to the smaller and standard pumps.

Like Sulzer, Warman International, based in Lancashire, has experienced difficult market conditions in the UK. The company makes centrifugal pumps designed to handle abrasive slurry in suspension. Its customers range from British Sugar to the CEBG and British Coal.

The company is now seeking to increase its share of overseas markets, mainly in Europe, the Middle East and India. At present, 40 per cent of sales are for export. In Europe, for example, it hopes to benefit from the standards introduced in West Germany for emissions from power stations. It believes it has a range of pumps particularly suited to that application.

Weir Pumps, part of the Glasgow-based Weir Group, exports more than 50 per cent of its production of highly-engineered pumps. The last orders it received for pumps for power stations in the UK were from the CEBG for Drax B, about six years ago, and from the SSEB for Torness. However, it has performed well overseas, with India and the

Far East proving particularly fruitful markets.

About 25 per cent of Weir Pumps' business is in the water supply and sewage sector, split equally between the UK and overseas, though in the past couple of years sales to the Middle East and Nigeria have fallen off with the drop in oil prices. But the strong dollar and yen have helped the company compete on much stronger terms worldwide with its American and Japanese counterparts.

Manchester-based Mather and Platt, part of Wormald International, is even more export-dependent, with at least 70 per cent of production sold overseas. Its traditional UK customers, buying £3.5m-worth of equipment, have been the power stations, the electricity boards, and water authorities.

The company reports activity in the power sector to be down at present while both home and overseas markets for its crude oil pump, water injection pumps, and fire pumps for the oil industry have been hard hit by the drop in oil prices. It has found India to be one of the few fertile areas, with the state-owned Oil and Natural Gas Company now placing orders, mainly through South Korean contractors. "The Indians seem to be ignoring the oil prices,"

says Mather's sales manager, Gordon Gorrie.

Mather's overseas sales of pumps for the water supply sector have, like Weir Pumps, also been affected by falling oil prices. Its main markets traditionally have been Third World oil-producing countries.

The company has responded over the past eight years by cutting its workforce by 50 per cent to 1,000, but it is also investing heavily in new machines and computer-controlled plant, and last year put £1m into the modernisation of its own factory.

Howden Compressors, part of another Glasgow-based group, James Howden, is also heavily export-oriented; about 75 per cent of the company's business is sold overseas, mainly to the US and Europe. The main UK customers for its screw compressors are the petrochemical and gas industries, and refrigeration contracting companies.

"We had a difficult time in the early 1980s, but over the past two years our performance in this country has improved," says Mr Stewart Kerr, Howden's sales director. "We survived the recession by cutting back our workforce by nearly 20 per cent. We are having to do similar things now to reduce

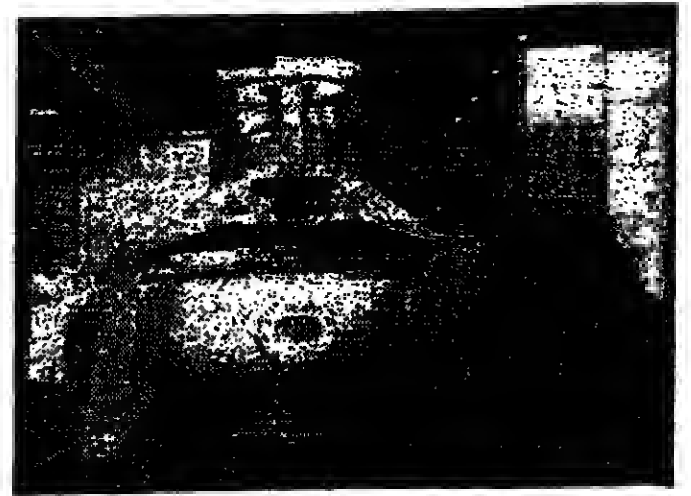
product costs in the face of stiff competition at home and abroad, particularly from Germany and Japan."

The company, with a workforce of 350, has rationalised its product line, brought in new control systems for its compressors using computer technology, and making a range of reciprocating, screw and turbo compressors, sees its export market growing in importance.

"Although our export business is founded on traditional markets such as the Commonwealth and Europe, countries such as China and South America are now opening up, not only as a product but for technology," says Mr Brian Cox, CompAir's marketing director.

But export markets can be volatile, particularly in manufacturing industries where worldwide economic fluctuations have a very significant impact. Mr Cox points out. So CompAir has developed not only the large export markets, but also the smaller ones, "thereby balancing the peaks and troughs

Alastair Guild



Sulzer NPV pump supplied by GEC for the Greater Cairo waste water project

## Professional engineers

## Concern over low intake of apprentices

IN THE public mind—and in the eyes of potential new employees—the engineering industry may still be characterised by images of metal bashing and grime, relatively unskilled work.

But the key to the industry's success is now in the hands of white-coated graduates, technicians and craft workers who rely on their qualifications and training to carry out increasingly complex tasks.

Unskilled and semi-skilled jobs in engineering have declined dramatically during the 1980s. Today's typical engineer, technician or craft worker has to be a specialist, and Britain does not have enough of them.

Apprenticeship recruitment in engineering slumped from nearly 30,000 a year in the mid-1970s to record-low levels of well below 10,000 during the 1980s.

Total craft and technician recruitment in the 1980-84 period is estimated at 9,300, including 1,930 young people who are following the first year of approved basic training on the Youth Training Scheme.

This is only a marginal increase on the previous year and the Engineering Industry Training Board is disappointed by the figures. It had hoped that the recovery in engineering output would be matched by a significant increase in the recruitment of apprentices and this has not yet proved to be the case.

The board is deeply concerned that the current intake rate for craft and technician apprentices will fall even to keep pace with the number of skilled workers lost to the industry each year through retirement, death, promotion, job changes and other causes.

The shortage of skilled engineering workers and technicians is in danger of worsening by the end of the decade. But many aspects of the problem are already upon the industry, particularly in the South East where some engineering employers report some problems in obtaining suitable staff.

Shortages are not confined to the newer, high technology skills. Surveys show that employers also find difficulty in filling vacancies for machinists, inspectors, mechanical fitters and similar jobs.

But as technological change advances through the engineering industry, its future economic growth is being threatened by an even greater skill shortage problem than the one involving technicians and craft workers. The shortage of professional engineers has reached the level of an acute problem.

A survey by the Confederation of British Industry and Manpower Services Commission indicated that 71 per cent of companies were experiencing difficulty in recruiting sufficient engineers, and 38 per cent expected the problem to worsen. The survey found, was the most serious skill shortage problem throughout the economy.

Information technology—a market which has grown by more than 10 per cent a year over the past five years—is a particularly pertinent example of a field which is being constrained by shortages of suitable employees. The Institute of Manpower Studies, in a recent study commissioned by the Government, has concluded that these shortages will continue into the 1990s.

Against this background, the Institute believes that skill shortages in the engineering industry are likely to increase. The most fundamental cause of this—which the board and many other bodies are fighting to redress—is the straightforward fact that most British companies have a far lower commitment to training than their overseas competitors.

But the EITB is concerned about some contributory factors as well. It is worried that the number of graduates with the science and engineering skills needed by the industry is being hampered by a shortage of A-level school leavers—a problem which is itself aggravated by serious shortages of mathematics, science and technology teachers in Britain's schools.

"This raises the prospect that some potential candidates for high-tech jobs in industry may miss the opportunity because their school education has been inadequate," says the board.

"There is also evidence of the shortage of suitably-qualified candidates for technicians. Indications from EITB staff are that companies are having difficulties in filling their target number of trainees because they could not find suitable recruits."

A long-term, lasting solution to the problem requires British engineering companies to treat training as a much higher business priority than money currently do. At its conference earlier this year, the Association of Engineering Employers (AEE) came to this conclusion and agreed to end time-served apprenticeship.

In future all craft and technician training in the industry will be based on the achievement of agreed standards of competence. This will make training much more flexible than in the past, and greatly increased the potential for training employees in new skills as markets and technologies change. But the full success of the new system will rest on the willingness of employers to open up their recruitment to apprentices.

At more local and sectoral levels a number of other important initiatives which are being launched to produce a better-trained workforce and eliminate skill shortages are progressing.

These include the start of a scheme in the bookmaking sector to train mastercraftsmen on similar lines to the West German Meister system. Two initial courses are running in Coventry and Buckinghamshire which are designed to give craft-trained bookmakers the additional skills needed to become capable managers.

Another experimental scheme, running at Brighton and Blackpool, is examining the potential for helping to overcome shortages of professional engineers by upgrading the skills of engineering technicians.

Another novel educational initiative, the privately-financed IIT Institute, opens at Milton Keynes this autumn. The institute, a collaborative project between Cranfield Institute of Technology and a group of prominent British firms, will run on businesslike lines and has the potential for making an important contribution to overcoming the shortage of professional engineers.

But the most important contribution to ending skill shortages and improving the training of engineering must come from the industry itself. The MSC and government are campaigning to persuade employers to commit greater resources to increasing the skills of their existing employees.

Colleges are being encouraged to examine their contribution and ensure that they are offering the courses which employers need, delivered in convenient ways.

The MSC this autumn is launching a new network of local groups, in which employers will be encouraged to play a leading part, designed to ensure that skill requirements within local labour markets are more clearly identified.

The engineering industry also recognises, in Industry Year, that it has to improve its outward image if a permanent problem is to be found. Far too many well-qualified young people, including those with engineering degrees, start a career in manufacturing industry.

There has been a particular failure to convince talented young women that engineering can offer them challenging and rewarding careers.

In these circumstances, the success of government efforts to introduce a more vocational element into the educational curriculum, and give school leavers clearer ideas about the world of work, is of particular importance to the engineering industry.

Alan Pike

## Power generation

## Prospects look gloomy

MANUFACTURERS in the UK power generation sector are generally gloomy about their future prospects, having seen a fall in orders for new equipment which shows no signs of changing direction.

The lack of orders for power station plant spread across both conventional and nuclear plant. There is little optimism about the future of the UK's nuclear programme in terms of orders, and a recognition that orders would take some time to flow if the government were to decide to go entirely conventional.

Brokers Laing and Crutch-shank describe themselves as "extremely bearish" about the prospects for UK generating plant manufacturers, believing that they will progressively run out of work over the next few years.

"There is little prospect of recovery for several years at least after that," says their report, *Is There a Future for the UK Power Plant Industry?* published in July.

Some companies, such as Babcock, with 26 per cent of turnover last year in its power group, must be aware that their interests extend beyond the power sector.

Northern Engineering Industries, in contrast, is highlighted by the Laing and Crutchshank report as the company with most to lose from the lack of power station orders, with over half of its sales in the power generation, transmission and distribution fields.

NEI claims to be able to supply up to 85 per cent of the hardware necessary for a new power plant. But it has had few home orders for the past five or six years, while the world market for some of its products has fallen to one-third of what it was in the early 1980s, with the drop in oil prices having had perhaps the greatest single effect on the company's power sector business.

According to Dr Robert Hawley, managing director of NEI's power group: "Some turbine generator manufacturers have not had any orders for years, managing to huddle along on retrofit work. With the level of power station construction worldwide running at 25 to 30 per cent of what it was five years ago, we have had to combine substantial capital investment with integrated and flexible financial packages to increase our market share."

In the past three years NEI has spent £40m on new plant at its Heaton works in Newcastle, and expects to spend a



Switchgear built by NEI installed at the Sellinger converter station in Kent

further £80m by the end of the decade.

An order for a new power station in Egypt was won with the help of "favourable" loan facilities put up jointly by UK and Japanese governments.

However, Dr Hawley recognises that retrofit and maintenance is an increasingly important source of business for NEI also. Of Parsons' annual turnover of £135m, about 40 per cent is accounted for by R and M, extending the life of existing power stations by anything from 25 to 30 years using new materials and design techniques.

With a less than two-year pay-back period possible for fitting new blades to existing turbines, for example, "utilities worldwide are increasingly looking at ways of prolonging plant life."

"Any decision to opt for a new line of coal-fired stations would be good news for us," Dr Hawley says. NEI is also part of the Severn and Mersey barrage groups. These projects could bring orders for 200 and 35 low head hydro-turbines respectively.

While the turbines made by NEI are mainly large-capacity steam turbines, GEC Rolls-Royce (Power Generation) manufactures gas turbine generator sets in the 10-70 MW range. The group, formed at the beginning of 1985, received orders worth £38m in its first financial year, split equally between home and overseas sales.

Its main market has been the oil industry which uses sets usually of between 10 and 30 MW to provide power on offshore platforms. The fall in oil prices has put a damper on that business, both at home and overseas where, for example, the

company had high hopes of a repeat order from a South American state-owned oil company to which it had already sold three turbine generating sets, each of 12 MW.

Another major customer is the public power utilities, which use sets as standby for power stations. A growing market is the use of sets in co-generation schemes, particularly in northern Europe and the US, applying the waste heat from gas turbines, perhaps to generate process steam which can then either be fed through a steam turbine to generate more power, or used to supply local process plant or fed into a district heating system.

Still further down the range of power generation plant are diesel generating sets. Their sales have also been affected by the fall in oil prices, with both the Association of British Generating Set Manufacturers and the College of Power Generation in York reporting a continuing deterioration in world markets.

Last year Britain was ahead of US exports of £100m in a severely-reduced market. World sales for 1985 were down £27m to £67m. According to the latest Inside Fife from the college, published in June: "Although the picture is not uniformly gloomy, the state of higher activity are not sufficient to offset the declines in major markets, such as Saudi Arabia. Until oil prices start to increase, and economic growth accelerates in the oil-consuming nations, the market prospects remain very muted."

Alastair Guild

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BRISTOL COMPOSITES — AVON	NEI PARSONS — TYNE & WEAR
BROOK CROMPTON PARKINSON MOTORS — HUDDERSFIELD	PKS DIGIPLAN — DORSET
CABLE BELT — SURREY	RAINFORD METALS — LANCs
CHLORIDE FERROSTATICS — DERBYSHIRE	RATCLIFF TAIL LIFTS — HEATS
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## PIONEER ELECTRONIC CORPORATION

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Deposit Agreement dated 15th October, 1984

## RYOBI LIMITED

(Ryobi Kabushiki Kaisha)  
EUROPEAN DEPOSITARY RECEIPTS  
Deposit Agreement dated 16th July, 1981

Notice is hereby given that, in accordance with the provisions of the above European Depositary Receipts ("EDRs") and each of the above Deposit Agreements made by the above Companies with The Bank of Tokyo Trust Company acting through its London Office as Depositary, The Bank of Tokyo Trust Company acting through its London Office has elected to resign its office as Depositary, such resignation to become effective as of 15th November 1986 (the "Effective Date"). On the Effective Date, Bank of Tokyo Trust Company Limited acting through its London Office as Depositary for the above mentioned EDRs.

PIONEER ELECTRONIC CORPORATION  
(Pioneer Kabushiki Kaisha)  
Date 15th September 1986

RYOBI LIMITED  
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## BUSINESSMAN'S DIARY

Anyone wishing to attend any of the above events is advised to telephone the organisers to ensure that there has been no change in the details published.

## UK TRADE FAIRS AND EXHIBITIONS

Current: International Boat Show (0708 33248) (until September 20) Southampton

September 14-17: MAB (01-437 8734) Earls Court

September 15-17: NEC, Birmingham

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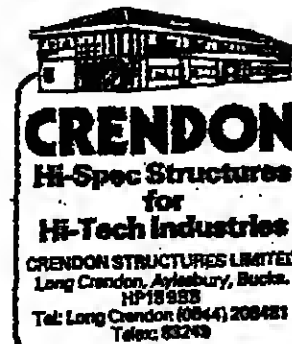
September 15-17: NEC, Birmingham

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## £100m office block for the City

BY JOAN GRAY, CONSTRUCTION CORRESPONDENT

TARNAC/SUNLEY, a joint venture partnership of Tarnac Construction and Sunley, is negotiating a £100m contract to build a 24-storey office block at the City of London. The new Malvern House will be built over a four-level deep basement to provide parking for 450 cars. This will involve excavations to a depth of 45 feet over a plan area of 5,000 square feet, programmed as to allow an archaeological dig on the site.



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# NEW YORK

	Sept. 12	Sept. 11	Sept. 10	Sept. 9	Sept. 8	1986	Since Comp
DOW JONES	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Indus	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Wm Inds.	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Transport	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Utilities	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Today's High	1806.40	1806.67				Low	1755.56 (1760.75)

	Sept. 12	Sept. 11	Sept. 10	Sept. 9	Sept. 8	1986	Since Comp
STANDARD AND POOR'S Composite	350.67	350.18	349.05	347.67	346.14	High	Low
Indus	350.67	350.18	349.05	347.67	346.14	High	Low
Wm Inds.	350.67	350.18	349.05	347.67	346.14	High	Low
Transport	350.67	350.18	349.05	347.67	346.14	High	Low
Utilities	350.67	350.18	349.05	347.67	346.14	High	Low
Today's High	350.67	350.18	349.05	347.67	346.14	Low	345.43 (346.40)

	Sept. 12	Sept. 11	Sept. 10	Sept. 9	Sept. 8	1986	Since Comp
DOW INDUSTRIAL	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Indus	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Wm Inds.	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Transport	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Utilities	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Today's High	1806.40	1806.67				Low	1755.56 (1760.75)

	Sept. 12	Sept. 11	Sept. 10	Sept. 9	Sept. 8	1986	Since Comp
DOW INDUSTRIAL	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Indus	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Wm Inds.	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Transport	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Utilities	1768.78	1762.89	1757.60	1752.41	1748.04	High	Low
Today's High	1806.40	1806.67				Low	1755.56 (1760.75)

	Sept. 12	Sept. 11	Sept. 10	Sept. 9	Sept. 8	1986	Since Comp
AUSTRALIA	1265.5	1265.5	1265.5	1265.5	1265.5	High	Low
AD Ind. (1/1/86)	1265.5	1265.5	1265.5	1265.5	1265.5	High	Low
Metals & Min. (1/1/86)	1265.5	1265.5	1265.5	1265.5	1265.5	High	Low
AMSTERDAM	226.75	226.75	226.75	226.75	226.75	High	Low
Grain (1/1/86)	226.75	226.75	226.75	226.75	226.75	High	Low
BRUSSELS	1064.40	1064.40	1064.40	1064.40	1064.40	High	Low
Brussels (1/1/86)	1064.40	1064.40	1064.40	1064.40	1064.40	High	Low
DENMARK	196.35	196.35	196.35	196.35	196.35	High	Low
Copenhagen SE (1/1/86)	196.35	196.35	196.35	196.35	196.35	High	Low
FRANCE	265.80	265.80	265.80	265.80	265.80	High	Low
CDI (1/1/86)	265.80	265.80	265.80	265.80	265.80	High	Low
Tendence (1/1/86)	265.80	265.80	265.80	265.80	265.80	High	Low
GERMANY	274.90	274.90	274.90	274.90	274.90	High	Low
CDI (1/1/86)	274.90	274.90	274.90	274.90	274.90	High	Low
Commerzbank (1/1/86)	274.90	274.90	274.90	274.90	274.90	High	Low
HONG KONG	1064.40	1064.40	1064.40	1064.40	1064.40	High	Low
Hong Kong Bank (1/1/86)	1064.40	1064.40	1064.40	1064.40			

	Sept. 12	Sept. 11	Sept. 10	Sept. 9	Sept. 8	1986	Since Comp
ITALY	755.00	779.45	779.45	779.45	779.45	High	Low
Banca Com. Ital. (1/1/86)	755.00	779.45	779.45	779.45	779.45	High	Low
JAPAN**	11108.52	11067.17	11078.75	11078.75	11078.75	High	Low
Nikkei (1/1/86)	11108.52	11067.17	11078.75	11078.75	11078.75	High	Low
Tokyo Se. New (1/1/86)	11108.52	11067.17	11078.75	11078.75	11078.75	High	Low
NETHERLANDS	226.75	226.75	226.75	226.75	226.75	High	Low
CDI (1/1/86)	226.75	226.75	226.75	226.75	226.75	High	Low
AMF-DBS Indust (1/1/86)	226.75	226.75	226.75	226.75	226.75	High	Low
NORWAY	277.80	285.49	285.49	285.49	285.49	High	Low
Oslo SE (1/1/86)	277.80	285.49	285.49	285.49	285.49	High	Low
SINGAPORE	224.27	245.43	245.43	245.43	245.43	High	Low
Straits Times (1/1/86)	224.27	245.43	245.43	245.43	245.43	High	Low
SOUTH AFRICA	---	1795.0	1795.0	1795.0	1795.0	High	Low
JSE Gold (1/1/86)	---	1795.0	1795.0	1795.0	1795.0	High	Low
JSE Indust (1/1/86)	---	1795.0	1795.0	1795.0	1795.0	High	Low
SPAIN	126.40	200.97	200.97	200.97	200.97	High	Low
Madrid SE (1/1/86)	126.40	200.97	200.97	200.97	200.97	High	Low
SWEDEN	1444.42	2578.44	2578.44	2578.44	2578.44	High	Low
Jacobson & P (1/1/86)	1444.42	2578.44	2578.44	2578.44	2578.44	High	Low
WITZENDLAND	561.8	574.8	574.8	574.8	574.8	High	Low
Wiesbaden (1/1/86)	561.8	574.8	574.8	574.8	574.8	High	Low
WORLD	---	248.0	255.3	255.3	255.3	High	Low
M. S. Capital Intl. (1/1/86)	---	248.0	255.3	255.3	255.3	High	Low

	Sept. 12	Sept. 11	Sept. 10	Sept. 9	Sept. 8	1986	Since Comp
NEW YORK ACTIVE STOCKS	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Change	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low
Stocks Closing on	1507.35	1515.63	1508.77	1507.77	1507.77	High	Low



## NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75																									

**Continued on Page 3:**



**LAMEX COMPOSITE CLOSING PRICES** *Closing prices September 12*[illegible]



## CURRENCIES, MONEY AND CAPITAL MARKETS

## FOREIGN EXCHANGES

## A case of over excitement

BY COLIN MILLHAM

INTERVENTION by the West German Bundesbank to sell dollars on Friday morning, and a lower than expected rise in August US retail sales, brought the dollar down from a peak of DM2.1030, to close the week on DM2.0605. This was above the previous Friday's finish of DM2.0470, but well below forecasts that the US currency could touch DM2.15.

Suggestions of DM2.15 followed an erroneous rumour that August US retail sales would rise by 4 per cent. Some dealers could not see why such a sharp rise should be beneficial for the dollar, since it would almost certainly indicate a very high level of imports and the Bundesbank obviously decided matters were getting out of hand, leading to a disorderly market.

The amount of dollars sold by the central bank may not have been very large, but the mere fact that the Bundesbank was making such a move was enough to turn the dollar round.

When it was announced that US retail sales had risen by only 0.5 per cent it became clear that the foreign exchanges and financial markets in general had become over-excited.

There was even some doubt about why the dollar had been rising, as US bond and share prices plunged in a mood of virtual despair. The reasons all seemed rather tenuous, but were either based on fears of a US

## £ IN NEW YORK

Sept. 15	Close	Prev. close
Spot	\$1.4778-1.4788	\$1.4850-1.4860
1 month	\$1.4840-1.4850	\$1.4900-1.4910
3 months	\$1.4910-1.4920	\$1.4960-1.4970
6 months	\$1.5000-1.5010	\$1.5050-1.5060
12 months	\$1.5100-1.5110	\$1.5150-1.5160

Forward premiums and discounts apply to the US dollar

recession, based on the refusal of West Germany and Japan to cut interest rates and stimulate growth to help reduce the US trade deficit, or on suggestions that the US economy was not really as weak as previously indicated.

If retail sales did prove very strong it was argued that rising domestic demand would produce higher inflation and prevent another cut in the Federal Reserve's discount rate. Whatever the reason it was enough to produce a fall of more than 80 points in the Dow Jones Industrial Index and a sharp fall in US Treasury bond prices on Thursday. In Chicago Treasury bond futures closed 10 points lower, but rallied on Friday on the published retail sales figures, and a smaller than expected rise of 0.5 per cent in August US producer prices.

As financial markets wrestled with the implications of recent events the dollar drifted to a fairly quiet close.

Attention may turn back towards interest rates, and the apparent refusal of West Germany and Japan to ease credit policies. Strong economic growth and above target money supply continues to make the Bundesbank reluctant to cut interest rates, although dealers were not totally convinced the central bank would not cut its discount rate before a meeting of the International Monetary Fund later this month.

Mr Satoshi Sumita, governor of the Bank of Japan, said again last week that it was not necessary for Japan to ease its credit policy. This followed a press conference on Monday by Mr Kiichi Miyazawa, Japanese Finance Minister, after his return from talks in Washington with Mr James Baker, US Treasury Secretary. Mr Miyazawa said he had not reached agreement for co-ordinated foreign exchange intervention or a round of interest rate cuts.

Friday's intervention by the Bundesbank appeared to put a ceiling on the dollar of DM2.10 at present. Unless Thursday's revision of second quarter US GNP growth suggests an unexpected strength in the economy, sluggish growth and the very large trade deficit still appear to be the overriding factors, pointing to a further fall in the value of the dollar.

## CURRENCY MOVEMENTS

Sept. 15	Bank of England Index	Morgan Stanley Index
US Dollar	71.0	71.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0

Source: Morgan Stanley, Deutsche Bank, Citibank, etc.

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## OTHER CURRENCIES

Sept. 15	Bank of England Index	Morgan Stanley Index
US Dollar	71.0	71.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
U.S. Dollar	101.0	101.0
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U.S. Dollar	101.0	101.0

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## FINANCIAL TIMES SURVEY

## Office Equipment and Services

WITH TURNOVER soaring to record levels, the fast-changing office equipment industry in Europe and the US is in confident mood, despite intense competition between most sectors in the marketplace.

Yet despite this expansion, the office automation sector, in particular, is no place for the faint-hearted, warns industry analyst, Keith Wharton.

"More fortunes will be lost than won in the pursuit of a position in this, the growth market of the 1980s," he predicts.

Across the broad spectrum of business equipment, 72 per cent of companies in the UK, for example, report a rise in orders compared to the last six-month period. Less than 10 per cent noted any drop in the order levels, says a new report from the National Business Equipment Survey.

This optimism in the office equipment industry should be viewed against the market potential for equipping an ever-growing army of white collar workers. The US is by far the world's largest business equipment market with sales this year of around \$194bn (up 7 per cent on last year) to equip an office population of 58m out of a total civilian employment force of 113m.

In comparison, Europe's office worker population is around 58m. In the UK in particular, the number of offices has risen in the past year by 9 per cent to more than 400,000 as a result of the increase in service and commercial industries.

● Turnover in the business equipment sector in the UK rose by more than 17 per cent in 1985-86 to £10.1bn, according to the British Equipment Trade Association (BETA).

Computers, data and word processing; and communications equipment ..... £7.76bn

Office machines and systems, including dictation, mailing, microfilm and reprographics ..... £1.6m

Business forms, filing and storage ..... £5.11m

Furniture ..... £2.78m

Total business ..... £10.1bn

● Exports from the UK were up 23 per cent. The figures for 1985-86 are:

Computers, data and word processing, and communications equipment ..... £2.1bn

Worldwide, the office equipment market is now worth more than £200bn a year, and with the ever-increasing army of white collar workers, it is becoming one of the biggest growth sectors of the decade.

## Suppliers in confident mood

By MICHAEL WILTSHIRE

Office machines and systems, including dictation, mailing, microfilm and reprographics ..... £468m

Business forms, filing and storage ..... £194.8m

Furniture ..... £21.4m

Total exports ..... £2.85m

Growth in the office automation industry continues unabated, following a 10-fold increase in the UK's annual spend on electronic keyboard-based equipment during the past decade.

Across Europe, 970,000 personal computers were sold last year, according to a new Oasis report, published today. The average unit cost of these machines was \$2,500. Unit sales are likely to reach 4.2m by 1990.

The three dominant suppliers in Europe last year were IBM with 32.5 per cent; Apple with 15 per cent; and Olivetti with 2 per cent, although there are two regional variations: L. M. Ericsson did well to capture 20 per cent of the Scandinavian market and Gupli have captured nearly 20 per cent of the French market.

While many are watching the next moves of Amstrad, Tandon and Epson, the market is rife with rumours about the new IBM machine, being called PC II. Another trend is the move towards much more powerful machines to go on executive desks—examples of this are the IBM RT, the Xerox Starlet, Sun and Apollo machines.

In the area of electronic typewriters for business, today's

Oasis report shows that total sales in Europe last year were 1.48m—but by 1990 sales may well drop slightly as more users opt for screen systems: either a PC with a WP package or a video typewriter system.

The market leaders in Europe for electronic typewriters were Olivetti (excluding Hermes) 28 per cent; Triumph Adler, 19 per cent; Olympia, 15 per cent; Brother, 8 per cent; and Canon, 5 per cent.

Variations

Again, there are regional variations: Fact has done well in Scandinavia, while Rank Xerox has 25 per cent of the French market and is doing well in the UK, Scandinavia and Benelux.

Traditional word processor suppliers in Europe saw total sales of just over 190,000 units last year — "but without Amstrad it would now look a very boring market," comments Keith Wharton.

The annual market for electronic typewriters, word processors and personal computers in the UK could break the £2bn mark, when the additional amounts spent on maintenance, supplies, software, training and network system servers are included.

Various product sectors of the industry are in turmoil as new marketing and distribution systems develop — "It is a cash-hungry environment, struggling with its own success," comments Keith Wharton.

It is also a market where only the very big — or those vendors with a specialist niche

— can survive. There is plenty of evidence that many operators will continue to make a very good living — "but few can make and keep a fortune," he comments.

More than half of Britain's 1.3m typists are now equipped with an electronic typewriter, word processor or personal computer with a word processor package. Sales of electronic typewriters exceeded 200,000 in 1985, a rise of 30 per cent on the previous year.

The most surprising element to emerge from the Oasis report is that there are now twice as many PCs being used primarily for word processing than there are dedicated word processors.

Personal computer sales grew by 75 per cent last year when 252,000 were sold in the UK — this brought the installed base for PCs for business applications to more than 440,000.

Most significantly, sales across Europe of stand-alone electronic keyboard equipment (basically, VDUs attached to mainframe computers) in 1980 were £100m, but by 1985 they were worth \$40m and by 1990 they will rise to \$90m. This indicates that more is now being spent on equipping office workers per head than on factory workers, comments the Oasis report.

Even so, only 10 per cent of European office workers as yet have access to electronic equipment, so there is vast potential for new equipment sales. Prices are falling and there is very little room for the small vendor — "It is a big boys game," comments Wharton.

The growth in the PC market is explosive, considering the

full potential that the vendors are aiming—Britain's army of 12.2m white collar workers of which 1.3m are secretaries, 3.4m are clerks, 4m are managers and executives, and the remainder are difficult to classify, since many are owners of small businesses, which are the major business-users of home computers.

But between them, they have less than 2m keyboard devices, so without even considering a replacement market, it is clear that sales of keyboard devices will continue to expand. More than 80 per cent of PCs are shared departmental machines, says Oasis.

The major uses for PCs at present are: word processing (40 per cent); spreadsheets; accounting (35 per cent); and database applications (12 per cent).

In anticipating the potential growth in office automation, an important element is to realise just how many of Europe's 58m office workers still have the equipment that they had back in 1965: a pen, pencil and telephone.

Just changing the office worker's lifestyle to incorporate an electronic keyboard will generate revenues in the UK alone in 1990 of nearly \$5bn, at today's prices.

Among end-users of electronic equipment, the major challenge in the near future is to provide the linkages between these electronic workstations — and, in particular, the planning and training required to implement them.

CONTINUED ON PAGE 8



● The international financial community is at the forefront of new applications in office automation and communication systems. Above: the deal-room at Rowe and Pitman, London.

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## PHILIPS ADDS NEW DIMENSIONS TO INFORMATION MANAGEMENT

## ARE YOUR COMMUNICATIONS EXPANDING AS FAST AS YOUR BUSINESS?

In any expanding organisation, one thing is absolutely vital: flexible, efficient and—above all—versatile communications. Does your internal business communications equipment accurately reflect your present and future needs?

Whether you are a small office with just a few people, or a vast, multinational concern, you ought to be looking into Philips. In the whole field of office automation—communications, computers, workstations and software—we have a unique and successful approach. We call it SOPHOMATION.

It is a 'systems' approach, offering total integration of existing systems and departments, and the flexibility to grow and change as your business needs change, tomorrow and for the foreseeable future.

Our SOPHO-PABX range, for switching voice, text, data and image, is already connecting over 5 million telephone lines worldwide. In several countries, we've even supplied the public telephone network itself.

Here's just one of our satisfied customers:

**'Our Philips SOPHO-PABX is saving us money every day.'**  
Mr. Luciano Conte, General Manager, Visconti Palace Hotel, Rome.

'With 250 rooms, and an average of 400 guests each night, an efficient telephone system is absolutely vital,' explains Mr. Conte. 'There are two main PABX functions which are essential in a hotel—and where Philips scores over the competition.'

Firstly, the automatic logging of telephone calls from each room. When a guest checks out, the system instantly calculates the total amount owed—accurate to the last Lira!

The other main benefit is the 'wake-up call' feature. 'Most mornings, several guests want a call at the same time. Instead of dialling them individually, the SOPHO-PABX does it automatically, however many calls are needed.'

Mr. Conte is convinced. 'Philips was definitely the right choice—for me, my staff and our guests.'

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Send today for further information.

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PHILIPS



## OFFICE EQUIPMENT 2

## Influences on the Copier Market

## Buy now, before prices rise

FOR POTENTIAL buyers who are in the market for a new photocopier, wise advice may be to buy now, before prices rise; for rise they surely will, on average by about 10 per cent. It is, in fact, initial reactions to the EEC anti-dumping rulings are anything to go by.

As readers will be aware, provisional anti-dumping duties of up to 15.8 per cent have been set by the European Commission on all Japanese copier imports. Only those machines which produce 70 A4 copies per minute or more are exempt.

At the time of writing, no UK supplier was ready to make a policy statement on the ultimate effect of the tariffs, but the general feeling is that few suppliers will be able to absorb the increases. Since every UK supplier is affected, any market downturn should be short-lived. Even Rank Xerox, the prime mover in the anti-dumping case, was surprised to learn that Fuji Xerox is affected.

Canon's Martin Walter summed up the feeling of most suppliers: "We are disappointed, since we have maintained all along that there is no substance in the allegation. But while price increases are almost inevitable, we are

working to find a long-term solution."

Since the tariffs only affect complete units not components, that solution may be an increase in their production facilities in West Germany and Brittany, where already 70 per cent of Canon's copiers for European consumption are assembled.

In October 1985, total exports of copier units from Japan were valued at about ¥48.8m. Parts and accessories amounted to about ¥15.1m. We may see a shift in emphasis if other manufacturers follow suit and invest in European production facilities, as informed sources suggest many are planning.

It certainly will not affect forward marketing plans, Agfa revealed that it would soon be launching a complete new range of Japanese-sourced machines. In November, Canon will use their tenth anniversary in the UK to launch their largest range ever at one go.

It cannot be denied that Xerox is very much under attack in the high-speed mid-volume market, where it once appeared safe. In the UK, Agfa, Gestetner, Infotec, Konishiroku U-Biz, Minolta, Nashua, Olympia, Ricoh and Sharp have all entered the market in the past 12 months with machines

speeds averaging 50 copies a minute.

There may be more players, but there are also more sales. According to the National Business Equipment Survey (NBES), the whole of the copier market grew at a remarkable pace during the first five months of 1986. Total placements were up 22 per cent over the corresponding period in 1985, with April being particularly buoyant.

## New technology

Peter Troward, managing director of Infotec, estimates that a company installing a new copier, on average, every 2½ to 3 years, primarily to keep abreast of new technology. Certainly there is no shortage of new machines from companies including Selex, Mita, Esselte, Panasonic and Toshiba as well as Rank Xerox.

At the low end of the market, it is Canon which is under attack. While they have admittedly increased their personal copier range, Imperial.

Ricoh, Minolta and Mita have also entered the UK arena, with Ricoh going a step further by introducing a plain paper portable copier.

Observers can be sure it will not be long before the Japanese

are competing in the high volume end as well. Main competitors are IBM, Kodak, Océ and Rank Xerox, but rumours have it Canon and Infotec will add to the competition.

Just recently, Nashua entered the high-volume end of the market with the IBM-manufactured 8170 which produces 150 copies a minute. Barry Blackburn, marketing director of Nashua, says: "This is a market-driven decision. Our customers are demanding high speed, high throughput machines and the 8170 answers that need."

Flexibility, ease of operation and high productivity are also high on the purchaser's list of priorities. New developments coming on the market all aim to satisfy these demands. For example, most new copiers have fixed platens, enabling them to handle a wider variety of originals; and accept and copy up to A5 size.

Reduction and enlargement, including zoom facilities, are almost standard on new machines, even on the smaller compact models. Indeed, NBES estimates that, in 1985, 48 per cent of the copiers in use in the UK provided document reduction facilities, while 37 per cent also offered enlargement. The equivalent figures in 1984 were 37 per cent and 25 per cent respectively.

For ease of use, push-button operation with simple operator display panels, are accepted attributes. Self-diagnostics, too, aid the operator, with displays showing exactly where a malfunction has occurred so that it can be rectified without the help of an engineer.

So that the operator does not have to continually change paper when making different sized copies, the incorporation of multiple cassettes allows push-button or automatic selection of paper sizes, automatic document feeders, collators and finishers make light work of multi-page document production.

In 1985, again according to NBES, 15 per cent of the copiers in use featured automatic double-sided copying. Canon, Konishiroku U-Biz, Rank Xerox and Ricoh have all developed auto-duplex machines, they are called.

Clever tricks abound. Automatic image shift to make margins, deletions and creations of borders, image overlays and image editing features will assist the undisciplined. Colour copying is normal. Canon, Mita, Panasonic, Toshiba and Ricoh are at the forefront of such developments.

But despite all the bells and whistles, according to Barry Blackburn of Nashua, not all

purchasers are impressed: "Our experience is that customers are tending to turn away from feature-rich copiers toward high volume, simple to operate machines."

"Corporate customers particularly are also looking more closely at the company behind the product. Today, service and support is what truly distinguishes one company from another in this field."

Indeed, service, preferably with a smile but certainly at speed, is what most purchasers now demand. But expectations are somewhat higher than the reality, it seems. A survey carried out on behalf of the Business Equipment Trade Association shows that 87 per cent of users expect same day servicing, while only 63 per cent actually receive it.

Infotec MD, Troward confirms the demand for increasing support: "The vast majority of low to medium volume machines we supply are leased rather than purchased. Buyers want a company which will maintain support and perhaps upgrade that machine during the prime lease period. Customers are well aware what is available, and they expect the features to represent value for money."

NEES research confirms that companies are turning away from direct purchase. Whereas



Mr. David O'Brien (left), who this year was appointed managing director of Rank Xerox (UK), emphasises the company's commitment to office systems and document management. Rank Xerox launched more than 20 new computer products this year and will next week announce a major publishing market, together with plans for the total business publishing sector.

Below: the relatively low-cost, desktop laser printer from Rank Xerox which can be shared by four personal computers.



48 per cent of machines delivered in 1984 were purchased outright, only 43 per cent were in 1985. But the findings showed that it is rental that is on the increase, up to 26 per cent from 11 per cent in 1984.

It was also shown that 73 per cent of copiers sales last year were replacement machines. But while people seem to believe that the copier market is saturated, this is far from the truth, 15 per cent of sales in 1985 were to first-time users, and nearly 18 per cent of the new sales were low-cost "extras", in low volume machines for departmental or personal use in addition to the corporate machine.

The world of photocopying, then, is alive and well in spite of recent wranglings, and innovation knows no bounds. Indications are that four-colour

will be the next major step in copying technology. Sharp, Konishiroku U-Biz, Ricoh and Xerox are all vying for leadership. Toshiba recently brought the world's first digital colour copier into the UK. Canon may well be the first to introduce a four-colour laser copier.

What promises to be a very exciting development will be introduced by Ricoh at the London Business Equipment show next month — full-colour reproduction at the realistic starting price of £3,995. Colourprint machines combine photocopying and photographic techniques to produce A4 colour copies on matt or gloss paper — proving that the Europeans have not completely lost their touch since this time the innovation comes from a French company.

Julie Harnett

## Electronic Typewriters

## European sales top £2bn

IT IS estimated that there are a million commercial typewriters in Britain alone, with a European market of more than four times that amount. Since the average price of a new electronic typewriter is in excess of £500, the total value of the European market is most impressive (more than £2,000m) — and this, more than anything else, explains why cash-rich Olivetti this year bid for the German typewriter giant, Triumph Adler.

Last year, approximately 165,000 new typewriters were purchased in the UK, indicating a working life of something like seven years. Many years ago, the life of a mechanical typewriter was more like 20 years — curious, since a prime argument for electronic over mechanics is that there are fewer moving parts to wear out and go wrong. This year it is thought that the UK market will be fortunate to see total sales of 140,000 new units, which could mean that the lifetime per unit is once again increasing.

Eddie Scougall, sales manager at Facit, has a different view. "Typewriter sales," he says, "directly reflect the state of the economy. If the economy is strong, sales increase; if the economy is weak, sales fall off." This is not as naive a view as it may seem, for the claim is that typewriter sales rise faster than most other commercial commodities.

The argument is basically simple. Many pieces of office equipment either work or they do not work — and when they wear out, they need replacing. The typewriter, however, can be made to carry on. Servicing and repairs can extend the life of a typewriter long past its optimum performance period. If money is tight, the typewriter is serviced, not replaced. But as soon as the economy improves, that new aging and obsolete typewriter is replaced.

Last year was an excellent year for typewriter sales, and the relative optimism in the economy prior to this year's oil price collapse supports Scougall's view. There are, however, other elements in the argument. The increasing competition between Europe (led by Facit of Sweden and the new German/Italian alliance of TA and Olivetti); Japan (led by Canon and Brother); and the US (Rank Xerox and IBM) brought prices to rock bottom. (Note the lack of UK suppliers.) Dano Imports its products from Germany, and Wordplex has had to concentrate on basic recovery, rather than new typewriter sales.

Most companies now claim that any more price reductions can only come at the expense of quality, and this has undoubtedly caused a slowdown in the market. But there remains a number of imponderables. What has been the effect of the extremely cheap Amstrad word processor? What will be the effect of the expected price war between Amstrad and Tandy, and will this drag Commodore

and the Japanese into the conflict?

To answer these questions one really needs to examine the nature of the electronic typewriter and its relationship to the word processor. This is complicated by the fact that one of the two evolutionary routes to word processing has been from the electronic typewriter, known in its early days as an automatic typewriter. (The other route has been the purely software route of improved and improving text editors on large computers.)

However, the implication of the former route is clearly that the addition of more and more electronic features to a typewriter will inevitably turn it into a word processor — and, indeed, Rank Xerox has just announced its own brand new typewriter-cum-word processor.

## Transition

So, as typewriters become more powerful they will effectively become word processors — and as word processors become cheaper, they will undoubtedly affect the typewriter market. Can we say, for example, that the recent fall in sales of typewriters has been caused by the growing sales of Amstrad's cheap word processor? Wordplex believes not. The Amstrad, it claims, has not had little effect on the traditional typewriter market where quality is a more important criterion than price. Facit has another view which actually implies that cheaper word processors will increase rather than decrease the overall size of the market. We have already seen that the price of typewriters cannot be reduced without reducing the quality of the device. But a typewriter is, by its nature, a printer. For complete criterion word processors to be as cheap as the Amstrad, there has to be a compromise — and that compromise can only come in the printing.

The result is that the weakest link of a cheap word processor is inevitably the printer; and it is here that Eddie Scougall perceives a new opportunity for the electronic typewriter.

Many of the existing users of Amstrad word processors have already invested in an electronic typewriter to replace the supplied printer. If this really is the beginning of a cheap word processor price war, then there will be great opportunities for the electronic typewriters to attach to and become the output devices for these new word processing systems (supplying a free typewriter at the same time).

Facit is probably right in saying that this will happen; it is true, too, as Wordplex claims, that the traditional typewriter market is more concerned with quality than price. Amstrad has created a new market — it has introduced new users rather than stolen existing users. The implication is clear — an electronic typewriter market that is already large is likely to get larger still.

Kevin Townsend



# THE AMSTRAD 8256. MORE THAN A WORDPROCESSOR, FOR LESS THAN A TYPEWRITER.

The Amstrad 8256 offers you more than the average wordprocessor for less than the average typewriter.

Its incredibly low price includes a monitor, disc drive, keyboard, wordprocessing software and a printer.

The high resolution monitor can show 90 columns and 32 lines of text at the same time.

A RAM disc facility means you can store and retrieve information instantly.

All the software you need to start wordprocessing comes free, so there are no hidden extras to pay.

And the enormous 256K memory means you're also getting a powerful personal computer.

(If you want even more wordprocessing and computing power there's now an 8512 model, with two disc drives and 512K of memory.)

But what makes the Amstrad even more of a bargain is the fully integrated printer, with its automatic paperloader, tractorfeed and choice of printing speeds.

The Amstrad 8256 is also backed up by numerous peripherals and services,

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All this for a machine that costs just £399 plus VAT.

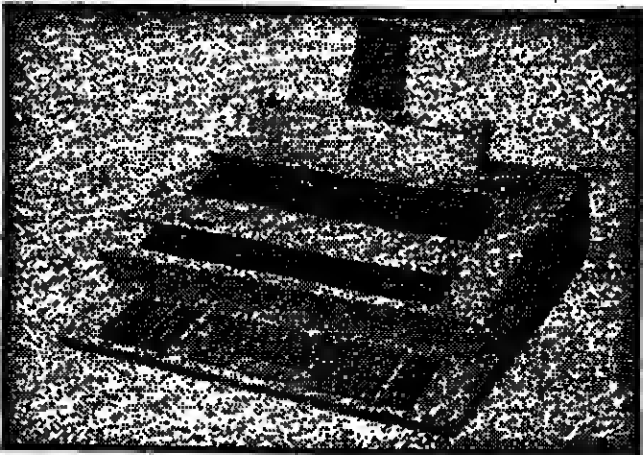
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## OFFICE EQUIPMENT 3



● The world's fastest typewriter—claimed to be the first to incorporate fluid paper (ink jet) technology will be shown by Olympus at next month's London Business Equipment Show.

Capable of printing at 120 c.p.s. (three times faster than the current world's fastest typewriter—also an Olympus), it offers totally silent printing of variable sized text in a choice of typefaces. The FM40 incorporates a 24 in floppy disk in addition to working memory and printer/communications ports for integration into a network.

## Word Processing Equipment

## The market is now harder to define

AFTER a 15-year history it could be expected that word processing would be an easily defined, and well-understood application, and have an easily defined market.

But both the application and the market are now more difficult to define, or even explain, than they were in the beginning. Recent years have witnessed the success of Amstrad's word processor at the same time as the UK's best-known manufacturer, Wordplex, has suffered the worst period in its history.

The explanation for such apparent anomalies can be found in the huge advances in word processing equipment that have been made over the last two or three years.

The original concept of a word processor was a micro-computer with a screen showing at least 24/25 lines of 80 columns of text; archive storage on floppy disks; and printed output by a letter-quality printer, likely to be a daisy-wheel printer. In fact, this configuration has been marketed so successfully that now think of it as the definitive word processor—but it is really only a description of the technological limitations existing in the 70s.

In recent years, new advances in technology have meant that this description is no longer accurate. At one level the distinction between traditional WP and traditional office publishing is becoming blurred; while at another level it is no longer realistic to talk in terms of stand alone word processors—improved communications have brought multi-user and networked word processors to the office.

## Cost-cutter

However, such claims raise the spectre of the phenomenal Amstrad word processor, which is an out-and-out, stand-alone dedicated and traditional word processor of the old school. But the Amstrad word processor has one advantage: its amazingly low price which has created a new market—it has not expanded any existing market. Many dealers decline to supply the product because there is insufficient margin to provide the sort of support that businesses require and demand. As a result, the Amstrad is an excellent purchase for individuals who cannot afford anything else, but perhaps a liability for established businesses. In terms of word processing technology, the Amstrad word processor is merely a diversion, claim some market analysts.

● Office publishing  
If one ignores conventional thinking and considers only the fundamentals of word processing, one would soon conclude that WP and office publishing effectively have the same requirement: that is, office publishing is achieved by the computerised processing of words (and now pictures).

The modern office publishing systems (such as those supplied by Linotype and Gestetner) comprise the latest screen technology combined with the latest printers and storage devices, and controlled by a text editor (for input) and a text formatter (for output).

This is a precise definition of the traditional word processor: the difference is qualitative, rather than conceptual.

The parallel is actually closer than we might realise, for the price of the office publishing system is directly comparable to the price of early word processors—and given the effect of inflation, office publishing is now considerably cheaper than early word processing.

There is only one conclusion that can be drawn: office publishing is the direct descendant of word processing, and that every existing word processing installation is a potential convert to office publishing systems. The technology behind this is two-fold: high resolution screens which give the ability to mix text and graphics, and new page printers. High resolution

screens provide WYSIWYG (What You See Is What You Get, pronounced wiziwig) capability. This means that the user is able to see on the screen exactly what will be printed—and if he changes typefaces, then the screen will also change typeface.

The classic example of this can be found on the Apple Macintosh, but IBM's Enhanced Graphics Board (EGSB) and the Hercules Graphics Board can bring similar capabilities to the IBM PC family of microcomputers.

However, one development that is particularly likely in the coming months is an increased interest in WP/office publishing from the CAD (computer-aided design) specialists, since they already have very high resolution workstations and page printer/plotters output devices. DEC and Hewlett Packard are particularly well-placed for such a move.

The new page printers are usually, but not necessarily, laser printers (note that Centronics recently announced a new laser printer with an end-user price of less than £2,000). Page printers are dot-matrix printers that treat a whole page as a single enormous matrix—which means that any picture, font or mixture of both is potentially possible.

But page printers are primarily designed for, and mostly used by, PC users rather than WP users. In fact it is only now that third party producers are developing the interface necessary to allow traditional dedicated word processors (from AES, Wordplex and so on) to drive the mainly Japanese page printers. Syntrex, for example, has developed a series of protocol converters to allow WP users to output to laser—and it believes that there are 300,000 UK WP users that are potential "converts."

● Integrated Word Processing  
The second most important trend in word processing is a movement away from the stand-alone concept towards a multi-user and integrated office automation solution. This is not simply the joining together of many users so that they can share a common filing system and a central printing resource, but the total integration of multi-user word processing within the overall corporate system.

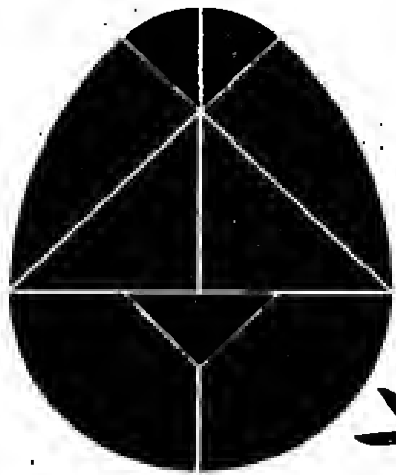
Several new developments are making this possible. First of all, new and more powerful microprocessors allow many users to share a single system. However, the rapidly improving telecommunications infrastructure (with British Telecom worriedly looking over its shoulder at the technological expertise of an increasingly important Mercury) now means that a small local cluster of word processing users can link transparently to the central corporate mainframe hundreds (or thousands) of miles away.

Wordplex, which is imminently expected to announce resourcing interim figures, illustrates these new moves. Wordplex 8000-users can send documents to (or receive from) mainframes such as ICL, DEC or IBM; combine the documents with information produced under attached PC or MS-DOS systems; edit the combined document; and forward the result to any other user on the system.

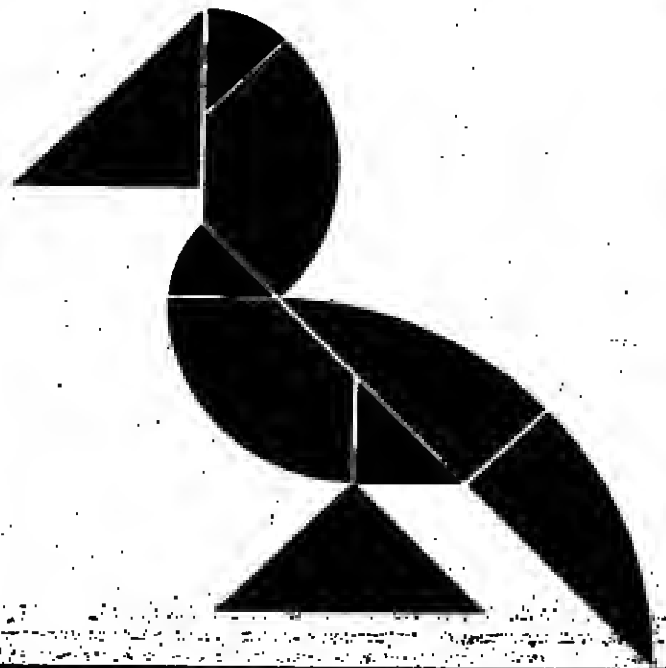
When this capability is allied to the Wordplex support Unix, its ability to link directly to DEC's All-in-1 office automation software, and the continuing development of a Wordplex/IBM-DISOSS interface (DISOSS is IBM's emerging office automation standard), then it is easy to see that the future of word processing is no longer just automated typing, but the total integration of text processing and office publishing within a single integrated and automated office.

Kevin Townsend

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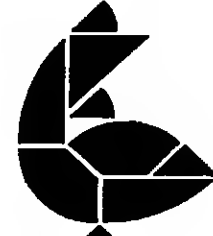
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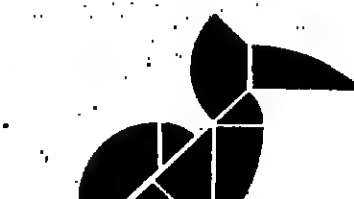
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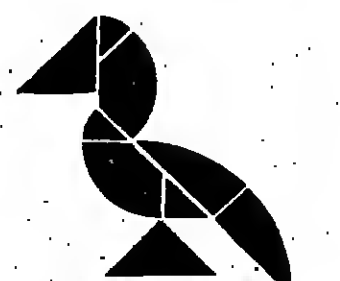
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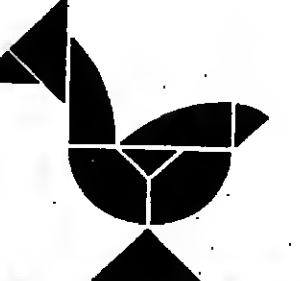
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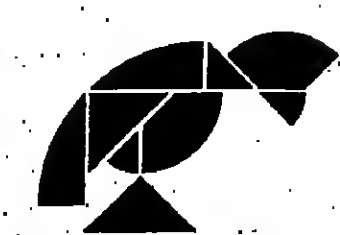
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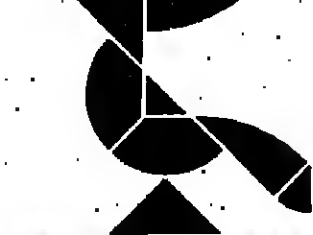
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## OFFICE EQUIPMENT 4

## Small Business Computers

## All eyes on Alan Sugar

TWO WEEKS ago, Amstrad Consumer Electronics launched what is colloquially described in the computer industry as an "IBM clone," a look-alike machine modelled on the industry standard IBM Personal Computer.

The Amstrad PC 1512 was launched at \$399, a price which Alan Sugar, the company's chairman, claimed would barely allow IBM to recover its overheads were it to charge the same price for its own original.

It is inconceivable that IBM will just walk away from the very market it created. However, it has been overtaken by its own momentum.

IBM controls 60 per cent to 70 per cent of the total market for all computers worldwide, but its share of the \$45bn personal computer market has dwindled to about 40 per cent or 45 per cent according to various industry estimates. Its US share is even lower at 30 per cent.

Sugar's entry into the market may take another bite at IBM's slice. Sugar the man, has become more important than Amstrad, the company. People do not talk about what Amstrad will do—they always refer to Sugar.

This style of management plays an important part in shaping people's perceptions of the bold individual bravely squeezing up to the faceless corporate monolith. The same was true of Adam Osborne, the man who invented the bargain computer and packaged it as a "luggable" portable.

The cycle of glut and famine is forever present in the chip market. Sugar made the computer industry sit up and take notice when he resurrected the 8-bit microcomputer, an earlier generation of product, in the form of his tremendously successful PCW 8256 Personal Computer/Word processor.

He bought at the bottom of a chip slump at a time when chipmakers were desperately trying to clear their shelves of obsolete 8-bit microprocessor chips and to raise cash for capital investments in their new generation of 16 and 32-bit processor chips.

While other manufacturers had already vacated the eight-bit market and were scrambling to produce higher-margin 16-bit personal computers, in competition with IBM, he traded off margins against volumes.

For the last couple of years, the manufacturers of 16-bit IBM clones have seen their margins squeezed in an endless spiral of price cuts.

Yet Sugar now undercuts even the cheapest among them, apart from a handful of unknown companies and from Tandy which tried to take the wind out of Amstrad's sails by launching equally cheap machines two weeks before the launch of the PC 1512. Others are bound to follow suit.

Although IBM was never in the eight-bit market, it now looks to be vacating the low end of the 16-bit market, leaving a gap which Sugar is eager to fill. Some observers are sceptical that he can make the same low price, high volume formula work for 16-bit personal computers.

Unlike IBM, Amstrad does not manufacture its own components and sub-assemblies. This may be a good thing in a buyers' market when the last thing a manufacturer wants to be lumbered with is a high manufacturing overhead cost structure.

But if the market takes off again as it looks set to do, suppliers can afford to sit back and sell to the highest bidder. That is when vertical integration becomes fashionable again and manufacturers attempt to secure their sources of supply, triggering off a spate of take-



Alan Sugar: another bite from IBM's slice

overs and mergers.

IBM had chipmaker Intel sewn up when it counted—during the last chip famine. Sugar cannot rely on buying in the long haul, he will have to establish a sound manufacturing base.

If he continues on a strategy of offering a lowest price, he is bound to enter an area of irreducible cost. His most expensive sub-assembly is disc storage, particularly hard disc storage for storing large volumes of data. A 20 megabyte hard disc doubles the price of an Amstrad PC 1512 from \$399 to \$799.

Three US manufacturers—Seagate, Shugart and Tandon—dominate the market for personal computer hard disc storage. Tandon sells a 20 megabyte "hardcard", comprising hard disc and controller on a single printed circuit card, to dealers for \$315. If a dealer adds \$95 he can supply the end-user as cheaply as Amstrad can.

James Minotto, managing director of clone manufacturer

Tandon UK, accepts that the low end of his company's range of 16-bit Personal Computers will come under severe attack from Amstrad, but believes that despite Sugar's protestations to the contrary, he will have to cut corners on things like customer support at the margins he is proposing.

"If he is going to sell to so many first-time users trying to find their way around the machine," says Minotto, "he is bound to get a flood of telephone calls, and below a certain margin, one cannot even afford to answer the telephone." Tandon's PC prices include a three-month on-site warranty, which means that an engineer calls at the user's premises to carry out warranty repairs instead of the user having to send his machine away. As a competitive weapon, this can be expensive.

IBM's emphasis is now on the newer generation of PC ATs, based on the faster and more powerful Intel 80286 microprocessor chip. If IBM is leaving the low

end of the market to clone manufacturers trying to shave off increasingly meagre margins, so are the traditional clone manufacturers such as Compaq and Olivetti.

They are following IBM into the market with PC AT clones. Tandon's Minotto describes his own PCA range of AT clones as "high margin products," accounting for an increasing proportion of Tandon sales.

Sugar wants to speed up this process. The fewer the competitors at his end of the market, the more likely he will be to prove the profitability of his low margin high volume equation.

If it works, this can only mean good news for users. Software suppliers and suppliers of hardware add-ons such as peripherals, printers and semiconductor memory, also stand to benefit. However, they will also have to subscribe to Sugar's equation.

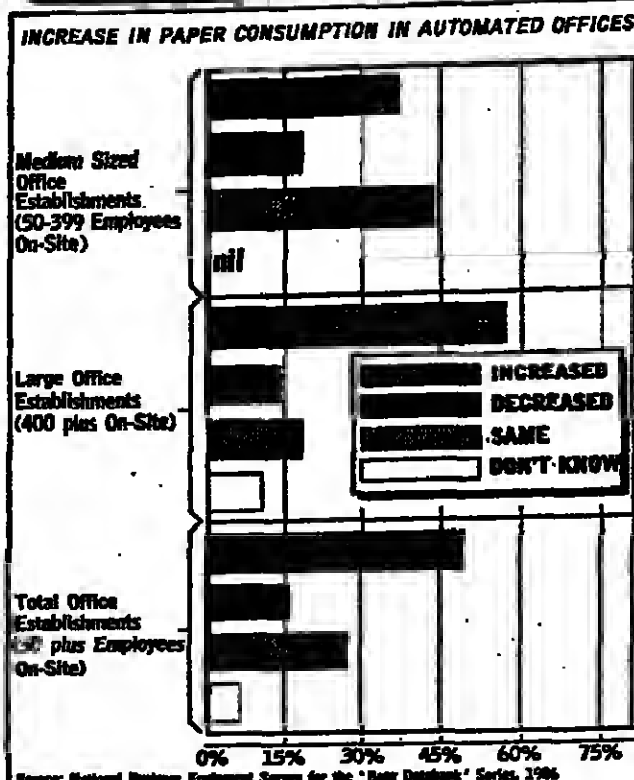
Even before the launch, a number of software suppliers introduced "budget" versions of their software, cut down in capacity and/or functionality. They, more than any other group in the computer industry, will be laughing all the way to the bank because apart from volume profits, they will have a number of users who will sooner or later reach the limit of their software's capability and will want to upgrade to the grown-up version.

This will not be cheap, but users will always have the option of buying another bit of software elsewhere, as long as they are prepared to unlearn what they have learnt and relearn something else.

Software is more difficult to clone than hardware. For one thing, software copyright protection is getting tighter all the time.

Boris Sedacca

## How the prophets of the paperless office were proved wrong



● FIVE YEARS ago the buzzword for the office of tomorrow was the 'paperless' office. The very phrase sent a shiver of misapprehension down the spines of paper and storage system manufacturers. Would the new electronic communications technology drastically slim down their markets as more and more information was consigned to a computerised form of memory, such as tape or disc?

Now new research produced by National Business Economics Survey firmly sets the myth of the 'paperless' office aside and for all 50% of the medium/large companies using micro and wordprocessors say they are actually generating more paper than ever before. The larger the company, the more likely they

are to claim an increase in paper consumption.

The most frequently cited reason for the rise in the use of paper is 'increased business' (mentioned by 25% of companies reporting a rise).

Britain's stationary market is served by more than 800 major factors and deals in an extensive and growing product range that straddles the consumer and commercial markets. Rank Xerox, meanwhile, is the biggest supplier of cut sheet paper in Europe, steadily supplying the reprographics sector.

The electronic office is also bringing with it other lucrative and expanding markets for 'consumables'—the ribbons, ink, toner and floppy discs without which many kinds of office equipment simply cannot function.

## Electronic Filing and Storage

## Technology costs are coming down

IT IS easy enough to store away pieces of information. Finding it again is much more difficult. Highly structured information such as financial accounting, for example, is easier to store, particularly with the help of computers and software, and when compared to free-form information, does not as a rule require large amounts of storage.

The storage of free-form information such as text, documents and graphics images has been applied to many media. Computerised or word processed text is most rapidly accessed and manipulated from magnetic disc storage.

The cost of this technology is dropping all the time, but users tend to seek up storage as quickly as it is made available. The storage capacity of floppy discs is increasing all the time.

The current norm for the standard IBM Personal Computer is 360K bytes (360,000 characters), and 1.2 megabytes (1.2m characters) for the PC AT, but hard disc storage with capacities of 10, 20 or 30 megabytes is becoming commonplace on personal computers, with some machines offering up to 60 megabytes.

Such volumes of data have to be protected. Backup copies have to be made in case the disc fails or the computer goes up in smoke after an office fire for example.

The most common form of

backup is magnetic tape. An alternative is the floppy disc, but a fully loaded 10 megabyte IBM PC XT will require about 30 floppy discs and a lot of patience for a very tedious task.

Magnetic tape storage is expensive but useful, not only as a backup medium but for archival storage too—storage which is not required to be immediately accessible and on-line.

One novel approach to backup involves the use of domestic video cassette recorder. Alpha Microsystems supplies a printed circuit card for the IBM PC and clones which turns a VCR into a reliable backup medium at a much lower cost than magnetic tape.

The Alphamicro Videotex card costs \$595. A complete system which includes a Sharp VCR with modifications for computerised remote control to eliminate manual intervention costs about \$1,000.

The system can be preset for automatic backup, for example, every night at midnight or at any time when the computer is unlikely to be used.

A standard three-and-a-half hour video tape will easily back up 60 megabytes of disc storage at about a tenth of the cost of magnetic tape. The system also provides a complete audit trail of previous backups giving time, date and other details.

Magnetic disc and tape storage may be the current state

of the art but optical laserdisc storage promises to offer much greater quantities of storage at a much lower cost.

The problem at the moment is that most of the information is available as playback only or read-only memory (ROM).

The mechanism for writing to compact disc (CD) is still too expensive and the overall cost of storage will take some time to catch up with conventional magnetic media which is itself not standing still.

Another problem is that optical disc, once written to, cannot be overwritten again. It is more like cellophane film, which cannot be re-used once it has been exposed, than video tape which can.

However, the cost of optical disc storage is so low that the updated information can be written to a new disc area and the old storage area can be discarded. With clever software techniques and copious segmentation of disc areas, the amount of waste can be diminished.

The type of information which takes best advantage of optical disc anyway is somewhat archival in nature. Users will want to store static data such as graphics images and documents, and it is this type of data which requires large amounts of storage.

Optical disc storage is more of a threat to microfilm storage than to magnetic media.

Boris Sedacca

## Electronic Printers

## Battle for market share

THIS YEAR has seen intense activity in the battle for market share in the overcrowded printer market. In Europe alone, sales of computer printers have topped \$3.5bn and there is an increasing trend towards price-cutting in most sectors of the market place.

There are some new printing technologies such as ink jet and laser-based machines coming in to the field to add new interest. But the sector is still dominated by the dot matrix printer—which has the virtue of low price and is mainly used for draft-quality documents. Manufacturers believe that the dot matrix machines coming onto the market with high specification and, with attractive prices, will hold dominance until at least the end of the decade.

Dot matrix machines account for about 71 per cent of all so-called character-by-character printing units sold, representing about 80 per cent of the market by value. Daisy wheel printers remain the second most popular option for connection to small computers, particularly in word processing systems where typewriter printing quality is needed. However, new dot matrix machines are now nearly matching this quality and also operate faster.

It is a market dominated by the Japanese. A survey published by IDC last year showed that Epson sold 23 per cent of the serial dot matrix units in 1984, followed by Toshiba with 8 per cent, OKI with 6 per cent and Manneeman Tally from West Germany with 6 per cent.

But there are many other manufacturers including Citizen (better known for its wrist watches), Brother, Itoh, Shinwa and Panasonic in Japan and Facit, Olivetti, Siemens, Centronics, Philips and Nixdorf in Europe.

Epson now believes that it has about 40 per cent of the market for dot matrix sales and OKI claims to be number two in Europe with over 15 per cent. However, these figures apply to what is known as the non-captive market to which these companies have access.

The captive market includes, for example, IBM printers supplied with its own brand of computers. When IBM introduced its first personal computer more than three years ago, it went to Epson for its low cost printers. Now IBM has set up its own private factory in Amsterdam to make four models for the European market, competing directly with Epson and OKI.

The personal computer boom has produced a drop in the price of dot matrix printers

from \$1,000 in 1980 to less than \$500 today. Equally this market has encouraged the development of lower cost non-impact printers using laser, ink jet and thermal techniques, but their higher quality being attractive in the office equipment market.

Casio and Epson have even harnessed liquid crystals to work in printing systems. Here, fast-acting crystals are used to switch light on and off to form characters on a photosensitive electrostatic drum. Such printers can be up to eight times faster than those of dot matrix machines.

Laser printers are forecast to be the most successful of these burgeoning technologies. Xerox pioneered the technology for high throughput devices while the low cost and has been more attractive to Canon of Japan. This company now leads this part of the laser field and companies such as Hewlett Packard and Apple Computer use the Canon mechanism in their laser printers. But there are at least 20 other Japanese companies developing inexpensive laser printers working at a speed of less than 20 pages a minute.

Elaine Williams



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## Patterns in Purchasing

## A big rise in leasing

THE PAST two years has brought exceptional growth for the office equipment leasing sector in the UK with a record £1.5bn in transactions being handled by the member companies of the Equipment Leasing Association alone.

This figure does not, however, include a large quantity of equipment obtained by end-users with finance arrangements made directly with manufacturers and suppliers.

A key factor in the advance in leasing was the 1984 Budget which introduced phased reductions in capital allowances so that many users brought forward their investment plans for office equipment.

Until April, 1984, any company buying office equipment received 100% first year capital allowances, but this was reduced to 75 per cent in 1984-1985 and 50 per cent in 1985-1986. From April this year the figure was reduced to 25 per cent annual allowance on the reducing balance.

The result of this has been "two bumper years" for the UK leasing industry, says an ELA spokesman.

Britain has the largest leasing market for office equipment in Europe. In 1984, equipment obtained by ELA member companies alone totalled £836m, but this rose to £1.5bn in 1985 out of an overall leasing market total of £5.75bn.

## Indicator

Groups such as Anglo Leasing, Lombard North Central, Northwest Securities, and Lloyds Bowmaker have substantial involvement in the leasing of office equipment.

Anglo Leasing has this year arranged a £60m five-year revolving acceptance facility by tender — an indication of the continued growth in the leasing sector.

Leasing packages allow offices to obtain new equipment without disturbing cash reserves or using other lines of borrowing, such as overdraft facilities. Under a leasing agreement only the first rental may be payable at the time the lease is signed — and even the first rental may not be immediately payable.

Then there is the benefit of rentals at a constant level during the primary period of

the lease with the cost not subject to change in money costs or recall without notice. Rentals are chargeable to revenue in the lessee's accounts and may be fully allowable for tax purposes. Leasing also has the benefit of flexibility, since the period of the lease may be arranged to suit the lessee's particular needs.

"Profits for companies come from the use of equipment, not from ownership," points out Mr Arnold Edward, chairman of the Black Arrow Group which has leasing arrangements for a wide area of capital equipment, including office furniture.

## Solution

Leasing is the obvious solution for companies which do not wish to tie up their liquid resources in the form of assets which may not be easily realised, adds Mr Edward.

In the quest for greater productivity, flexibility and cost-effectiveness in offices, companies have come to realise that greater capital investment in new equipment is clearly worthwhile, adds Mr Edward. In the City, for example, companies which may once have spent £500 on a workstation now realise that a considerably larger investment is "not really material" if it boosts productivity.

He estimates that as much as £30m worth of office furniture a year is leased in the UK or obtained through special financial arrangements.

One example of a Black Arrow lease is with the Wimbledon-based computer, James Martin Associates. For £3,400 a month the company has had its complete office complex fitted out by the contracts division of Black Arrow.

With this lease agreement which runs for a primary period of three years, they have installed an open plan area 3,500 sq ft. Canadian Precision System 9 screen-based furniture to create a visitors' lounge, reception area, staff kitchen, meetings area, conference room and individual work-stations for 12 staff.

The office equipment sector is traditionally strongly oriented towards leasing. Some equipment is also rented, perhaps on a monthly basis, but such methods would

normally be only a short-term arrangement for, say, type-writers.

Surveys show that, on average, 43 per cent of equipment is leased, 40 per cent is bought, 15 per cent is obtained on other rental arrangements and 2 per cent is acquired by hire purchase.

The latest National Business Equipment Survey reveals, however, that in the UK copier market, renting is increasing in popularity (up 15 per cent last year on 1984), while the number of offices choosing to purchase outright is down 5 per cent and leasing has dropped by 8 per cent.

Last year, 26 per cent of copiers were rented, 32 per cent were leased and 42 per cent were bought. The main reason given for the increase in renting is that it enables buyers to change their copiers at will and so keep pace with technological developments.

With leasing, purchasers find that they are tied to a particular machine for an average of three to five years, the length of the standards agreement, says the NBEES "Continuous Copier Survey."

The trend towards copier renting is unlikely to be met with a great deal of enthusiasm on the part of manufacturers and suppliers, who would

prefer customers to either buy or lease, as this provides them with instant access to funds.

Many new packages are being offered for various sectors of equipment — for example, City Fax rentals believes that it is the first UK company to offer short-term rental programmes for facsimile machines. Under an agreement with Siemens, City Fax Rentals offers facsimile users 15-month rental arrangements.

Mr Tracy Benjamin, director of the company, says: "In contrast to leasing and outright purchase, we believe that our short-term rental periods offer users access to the latest models, without fear of obsolescence."

Photocopier leases are being increasingly written to incorporate a minimum number of copies to be made through the terms of the lease, which adds the dealer's cash flow and in turn helps to keep down his charges to end-user.

While leasing of equipment clearly offers advantages to users, there can be problems, particularly in copier arrangements.

"Many copier dealers quote lease terms, but remember that they are only acting as middle-men, putting you in touch with third-party finance companies," says a recent report in "What To Buy For Business."

## Quarterly leasing rates

Examples from Black Arrow Finance for leasing office furniture:

Cost of goods	2-year lease	5-year lease
£	£	£
250	21.96	26.43
500	37.92	41.25
750	55.88	61.88
1,000	73.84	82.50
1,250	91.79	103.13
1,500	109.75	123.75
1,750	127.71	144.38
2,000	145.67	165.00
2,500	181.63	206.25
3,000	217.59	247.50
3,500	253.55	288.75
4,000	289.51	329.99
4,500	325.47	371.25
5,000	361.43	412.50
5,500	397.39	453.75
6,000	433.35	495.00
6,500	469.31	536.25
7,000	505.27	577.50
7,500	541.23	618.75
8,000	577.19	659.99
8,500	613.15	701.25
9,000	649.11	742.50
9,500	685.07	783.75
10,000	721.03	825.00

All leasing rentals are subject to VAT

The report advises: "If you are going to lease, make sure that you shop around for the best terms between leasing companies. Don't just accept the terms quoted by a copier company without checking whether you can get better value on the finance elsewhere by going to the lease companies direct."

Experience shows that rates charged by leasing companies do vary considerably, and that a company which offers the best terms in one month may not necessarily be the best 12 weeks later," adds the report.

Michael Wiltshire

## Facilities management: key roles for an emerging profession

ASK A computer professional what "facilities management" is and the answer would be that it embraces the provision of complete computing services — for instance, corporate computer systems, desktop computing, networking, laser printing, disaster recovery and software support.

Ask the same question of an office planner and the answer would be that it covers everything to do with managing the workplace — building design and office layouts, furniture specification, provision and management of systems and equipment, staff services such as vending and catering.

Ask the premises supervisor and you will be told that facilities management is all about building care — office and equipment cleaning, building renovation, safety and security services and so on.

Whatever the contracted service embraces, there is no doubt that a new in-house professional is emerging and we could well see, indeed should see, the creation of a new board member — the Facilities Director — to co-ordinate and give respect to those various activities.

Modern building design and new technology demand greater care than did the antiquated offices and mechanical equipment of yesteryear. Take the seemingly simple task of cleaning. Until very recently, the order of the day was a liberal

spray of silicon polish on everything in sight and a quick wipe over with a less than pristine duster.

As long as it looked clean, who cared? But that slap-dash approach in an electronic office could well result in complete and permanent damage to data storage devices, with possibly complete loss of all the company's computerised records.

It is serious business, as Geoff Dove, marketing director of the UK's largest private cleaning contractors, the OCS Group, says: "While the building design has changed and basic cleaning is now easier, the advent of the electronic office demands specialist cleaning skills."

In fact, we believe that it is so important, we have set up a specific company called Octec to handle this side of our business, and we only use highly trained people."

But while most companies, to a greater or lesser degree, do clean their offices, many appear to be under the illusion that what the eye does not see the heart does not grieve over. They do so at their peril, as the Public Record Office discovered last year, when 250 staff were struck down with a mysterious illness.

When Dr Keith Stanley, Health and Safety Executive employment officer, investigated, he blamed the "sick

building syndrome" which manifested itself in the "baby brother of Legionnaires disease." The problem was that the air conditioning did not work properly, so the air was not being adequately cleaned before being recirculated.

Stanley felt that the building designers were at fault for "designing a building purely for document preservation and not for the people who work there." Nevertheless, someone should be responsible for making regular checks of such in-house facilities into today's modern office environments.

What holds back most companies, of course, is cost. But Dove believes that anybody engaging in a contract should be able to budget for the necessary services. "The person buying the service should research the market and ask four possible suppliers to tender for each contract."

"They should investigate not only the charges but the company as a whole, including its history, its management, its specialist personnel and the equipment it uses."

"UK companies are definitely beginning to emulate American firms with regard to building care — buying what they call 'janitorial services' from one contractor."

Julie Harnett

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## New Telephone Systems

## Good news for callers

THE DIGITAL revolution is good news for telephone users. British Telecom is now well under way with its network digitalisation process while the network being installed by Mercury Communications is entirely digital from end to end. All customers connected to digital exchanges will benefit from significant improvement in the quality and range of services.

Digital operation gives customer faster call set-up and completion, together with clearer speech. Digital private automatic branch exchanges (PABXs) are also increasingly being installed so that these facilities will be available throughout the office.

However, the most radical option that is to be expected in office telephone systems in the near future is Centrex, a central exchange. It will allow the features normally associated with a PABX to be provided from the telephone company's telephone exchange.

While this service has been offered in a basic form in the US for several years, it is the technology of today's advanced digital exchanges which, together with fibre optics, make it feasible to obtain the sophisticated performance that is now becoming available.

As any office or telecommunication manager knows, PABXs are costly, they occupy an appreciable amount of valuable office space and are frequently obsolete and, almost invariably, have the wrong capacity to meet changing needs.

## Facilities

Centrex, however, provides an alternative to on-site PABXs. It allows users to adapt the advanced features of modern PABXs without having to plan, purchase, accommodate and install their own equipment and also allows them the flexibility to accommodate the changing needs of growing organisations. It is applicable both to the large organisation and the small company in a multi-tenant office block. In the latter case sometimes the telecommunication facilities are provided as part of the management services, but more frequently the tenant has to provide them. This is both a burden and a brake on business movement and expansion.

Both Mercury and BT have announced plans to offer Centrex services based on 10,000-line telephone exchanges. Mercury having stated that it expects to be able to offer the service in the City of London

before the end of the year while BT is planning to launch a trial, also in the City, early next year.

Centrex can be considered as having the PABX sited at the local public telephone exchange with wires associated with each extension running all the way back to that exchange. It is expected, however, that it will be implemented via a single fibre optic cable to a building. This will be the equivalent to possibly hundreds of ordinary copper wires and be economically viable.

As the Centrex features are being provided on a 10,000-line exchange, the effective cost per line is relatively low. Thus, a number of customers share the same central "PABX" and will be able to specify which advanced features they want to be able to use.

Centrex facilities are, in fact, shared in the same way that we all share the facilities provided on a public telephone exchange.

## Line-hunting

The facilities which will be available are those of a modern PABX and will include line-hunting, the seeking out the next available free extension in a group; call forwarding to ensure that calls to unattended extensions are answered elsewhere; call hold, transfer and pick-up; and automatic call-back to get through to a busy extension when free.

In the same way that there can be operator positions at each site on a network of PABXs or there can be a single central one, Centrex can provide similar facilities. In addition, Centrex will generally be able to interwork with PABXs already being used by the company and it will even be possible to have these facilities spanning a number of sites even if they are widely dispersed.

Time Centrex is both complementary and competitive to the PABX in the business environment. One essential factor being that whereas PABXs can be supplied by independent vendors as well as the network supplier, eg BT, Centrex will be the province of the carrier.

The Office of Telecommunications (OfTel) is, in fact, looking at the implications on these developments on the Branch Systems General Licence (BSGL), which covers the systems run by most users of telecommunication services.

Adrian Morant



## OFFICE EQUIPMENT 6

## Facsimile Market

## A new period of dynamic growth

WITH THE dramatic growth in the facsimile market in the past years, it is surprising to find that the technology is not a recent innovation but was invented by a young Scot, Alexander Bain, more than 30 years before the telephone, in 1842.

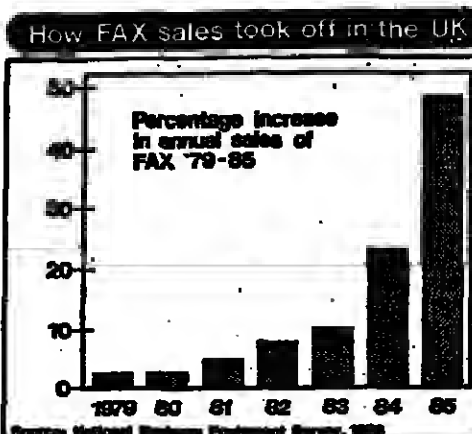
Originally transmitting documents including graphics and photographs over the telegraph wire, but now using the public telephone network, facsimile is one of the most dynamic areas in the office equipment market with a predicted 64 per cent growth in volume this year, producing sales of £78m in the UK, claims the British Facsimile Consultative Committee.

During the second quarter of 1986 almost 11,000 machines were sold compared with 5,000 in the corresponding period for 1985. The total installed base is now over 60,000, compared with 9,862 two years ago.

Worldwide it is widely believed that facsimile terminals now outnumber telex at more than 2m. Facsimile became more appealing with an increase in competition leading to lower prices and the introduction of sophisticated digital machines which could transmit documents faster than their analogue predecessors.

Facsimile has many attractions. A large user base and easy-to-use machines requiring no operator training, means that a document can be transmitted quickly to anywhere in the world via the telephone for the price of a call.

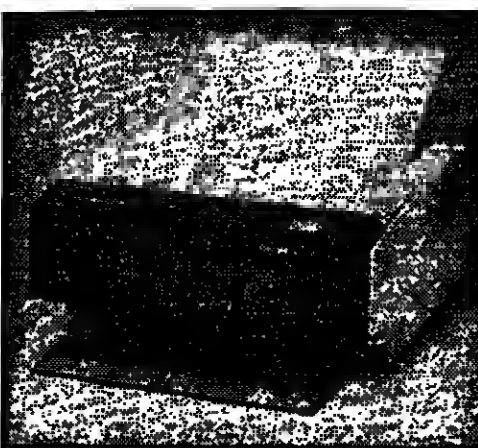
The terminals conform to one of four compatible groups—the groups relating to the speed at which they transmit an A4 document to a terminal of the same group. Group one can transmit a page in six minutes,



● Sales of facsimile machines jumped by 48 per cent in the UK in 1984 and are set to rise to an installed base of 110,000 by 1990. Meanwhile, the worldwide number of fax terminals is already 2m, according to market analysts.

Prior to 1983, the UK fax market was in the doldrums. Fax suppliers found they were meeting with widespread purchasing resistance from more or less all sectors of industry.

As the slow growth in the annual



percentage increase of sales, recorded by National Business Equipment Survey shows (above) companies were, by and large, simply not prepared to buy in the new technology. Between 1978-1983, percentage growth in unit sales crept up by a mere 2 per cent to 3 per cent each year.

● Above, right: a compact auto-dialling facsimile machine from Panasonic Industrial, one of the major manufacturers of facsimile equipment.

group two in three minutes, group three in a minute and group four in five seconds.

Group four is the latest standard to be ratified and is primarily designed to work on digital telephone networks which will probably not be completed nationally for a few years to come and, therefore, although Canon and NEC have machines available it is unlikely they will have a large impact on the market in the immediate

future. However, for particularly heavy volume users it is possible to lease one of BT's X-stream digital line today.

In any case, most group three machines on sale have a standard 9,600 bits per second modem which can transmit faster than a 4,800 bits per second modem, the standard of a few years ago, bringing down the transmission speed to under 30 seconds.

Groups one and two are

● This compact, portable Xerox 7610 machine, launched by Rank Xerox, is aimed at the market for facsimile equipment, estimated to be growing at a compound rate of 115 per cent.

For a price of £1,995, it includes a 24-number memory telephone and is seen by Rank Xerox as a key contributor to the concept of networked text and graphics communications between departments or companies operating either within national or international boundaries.

rapidly becoming obsolete with over 95 per cent of the 60,000 machines installed in the UK being group three and it is this group which is set to predominate the market for the foreseeable future.

With prices falling, facsimile is now enjoying a mass market. Today's trend is for departmental machines, where the senior executive or departmental head installs a low cost machine for anything from £1,500 while at the top end of the market, there is a move towards plain paper terminals using laser printing technology.

Sophisticated functions are featured even at the lower end of the market and include sequential broadcasting (sending the same message automatically to several recipients); automatic dialling; multi-polling (programming the terminal to call other numbers to receive awaiting messages); and error correction—a function that checks that the document has been scanned correctly and that nothing has been missed out.

On the upward trend are machines with storage facilities

in the form of a hard disc or internal memory. The level of sophistication varies from a memory which is basically an enhancement of automatic dialling, enabling a large number of telephone numbers to be stored to machines such as Pitney Bowes 8,900 which can store 600 pages.

Integrating facsimile with computers is the next major step forward and is likely to cause reverberations around the computer industry, opening the door for a common standard of computer communications—an area at present plagued with incompatibility.

This development will enable documents created on computer to be transmitted via the facsimile terminal and, vice versa, for messages received by facsimile to be relayed to the computer—even though the receiving computer terminal may have an incompatible operating system.

Today's terminals may also be integrated with computers but to a lesser degree—for example with a hard disc computer. It is possible via a RS232 interface to connect a facsimile terminal to the computer, using the hard disc for storage of facsimile documents. What you cannot do, however, is bring these documents on screen to edit and then transmit via the fax.

Laser printing, offering a much higher quality, higher speed solution, is seen to be offered on group three machines from Canon and Infotec in the UK—an indication that group three is not about to make way for group four.

Plain paper fax could lead to substantial savings in paper costs over the expensive electro-thermal paper. However, these machines are likely to be aimed at the top end of the market, featuring many sophisticated functions.

Electronics and micro processor have allowed the technology to be miniaturised to the extent that there are various truly portable machines available, such as the group two 2,000 from Americal (price \$499). Transmission and reception is via an acoustic coupler which connects to any standard telephone line, allowing facsimile to be connected to the mobile telephone network cellular system—a boon for such areas as emergency services and sales departments.

Jon Moggridge

## Electronic Mail

## Key facility for far-flung offices

ELECTRONIC MAIL comes in a number of guises. It can be simply a way of sending information between computer users within a company or building or it can be part of a dedicated worldwide private network—alternatively, it can be a very comprehensive system that gives access to other public communications services, such as telex and computer databases.

In electronic mail systems, users are given their own electronic version of a mailbox—usually stored in the memory of a large computer system and they can receive messages from other subscribers within the system. All the user has to do is switch on his or her terminal, sign on with a series of code words and the messages in the mailbox will be transferred to the terminal. Equally, messages can be sent to any other mailbox in the system.

Most of the major computer suppliers such as IBM, Data General, Burroughs, Olivetti, Hewlett Packard, International Computers have software available which can provide their corporate users with in-house electronic mail systems.

This has proved quite a boon to many companies with far-flung offices which need to be contacted out of normal office hours, due to international time differences. Salesmen, away from their offices, can use portable computers in hotels to send reports and receive instructions from head office's electronic mail system via the telephone.

Networking—where a number of terminals or small computers are linked together—has provided the platform for electronic mail systems. Xerox, which was one of the first companies to develop local area networks (or LANs) with its Ethernet system, is a heavy user of electronic mail on its networks. It has between 200 and 300 local area networks which is formed into a wide area network, allowing any terminal in any of the local networks to communicate to any other user regardless of distance.

Perhaps one of the stronger potential areas for electronic mail systems is in the small business environment. With a low-cost computer system, a suitable modem (which connects the computer or terminal to the telephone) and a subscription to a public electronic mail system, small businesses have access to the type of facilities previously only available to large companies.

Potential customers have a wide choice of electronic mail

systems in the US there are systems such as Genco's Quikcom and Dialcom—Cable and Wireless offer Exlink, while Intel has Comet. And there is Telecom Gold which is based on the US Dialcom system and is compatible with at least 15 other countries that have adopted Dialcom—these include Israel, Singapore, Japan, Hong Kong, West Germany and Denmark.

Telecom Gold has grown rapidly since its introduction in 1982. It took a year to win 2,000 subscribers, but now its customer list has reached 45,000 and the organisation believes that by January next year it will have more than 70,000 subscribers.

In April 1986, British Telecom acquired the Dialcom Corporation in the US so that Telecom Gold has now access to about 250,000 electronic mail-users world wide.

Telecom Gold believes that to increase its business it has to offer subscribers more than the basic mailbox facilities. Every subscriber can send telexes, for example, and Telecom Gold-users can use the network to link into financial and other databases, such as World Reporter, Jordans, and the Official Airline Guide.

Another important step forward for electronic mail systems will be the X400 standards for communications. Telecom Gold already has tests underway for X400 communications systems which will eventually give subscribers access via Telecom Gold to any other in-house, public or private electronic mail system which decides to adopt X400 standards.

Elaine Williams

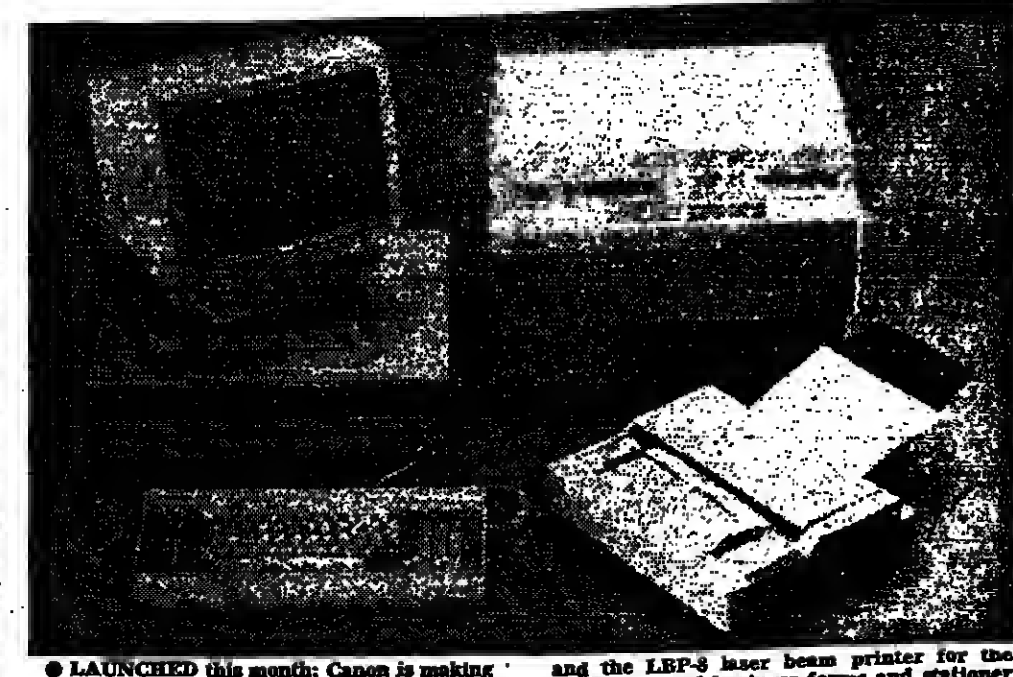
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● LAUNCHED this month: Canon is making further advances in the area of personal computer image handling and electronic publishing with the launch of its improved image scanner—a compact, high speed desktop image input device for text, graphs, drawings, maps and pictures.

Pictured above is Canon's electronic publishing system, consisting of the A200II personal computer, the IX-12 image scanner

and the LBP-3 laser beam printer for the production of business forms and stationery as well as such items as illustrated price lists or technical training manuals. The system allows the application of photos and text for such users as estate agents, architects and builders. The IX-12 scanner (price: £1,450) has an image resolution of 200 dots per inch. A page is scanned within 12 seconds, giving 16 grey shades for half-tone reproduction.

## Mobile Communications

## How to stay in touch

CELLULAR RADIO provides a solution to one of the businessman's perennial problems—that of being out of the office and yet not out of contact.

However, it is becoming increasingly recognised that the car is not the only place that a person can be when not in the office.

Thus, sets weighing a few kilograms, which can be removed from the car and used elsewhere, are finding favour with such people as vets, architects and others who need to leave their cars and work on site.

In addition, despite the price premium, hand-portables are winning a growing proportion of the market. Since the Vodafone and Cellnet services were launched in the UK less than two years ago, the number of users of cellular radio has risen to around 30,000.

However, even though the numbers are heading towards a possible 1m by the end of the decade, this will remain

"small beer" in comparison with the more than 20m telephones in Britain.

The importance rests, not on numbers, but on the ability of the user to remain in contact by maintaining telephone access.

According to Michael Goldstone, managing director of Ex-cell Communications, hand-portables are now accounting for between 15 and 20 per cent of sales. He is aiming to take a growing share of this market with his company's Pocket-phone.

Measuring 7 by 3 by 1 inch and weighing 530 grams it is the smallest of its kind at present and so increases the number of subscribers which the networks can support without the quality of service becoming noticeably degraded.

Even though a user can initiate a call whenever and wherever he likes, as any user soon finds out, he has no control as to when he will be called. By plugging up the handset while driving a car, the user could be seen to be driving without due care. Consequently hands-free, now being offered as an option with some sets, is increasingly going to become a standard feature.

An alternative is call diversion. At its simplest, the user keys in a special code and then the number to which he wants calls diverted—a user can initiate a call whenever and wherever he likes, as any user soon finds out, he has no control as to when he will be called. By plugging up the handset while driving a car, the user could be seen to be driving without due care. Consequently hands-free, now being offered as an option with some sets, is increasingly going to become a standard feature.

But what of the person who for some reason does not have a normal office back-up? Here, it is possible to divert calls to a service such as BT's Voice-Bank voice messaging bureau service or alternatively to Recall's Messenger service.

With the increasing reliability of mobile data transmission another option will be the use of terminals in cars which will receive written text messages irrespective of whether or not the user is available.

Adrian Morant

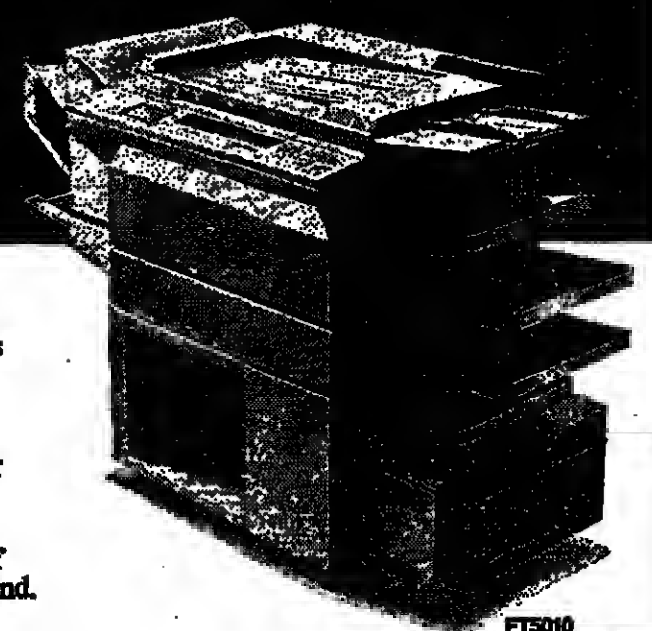
## In a world of office copiers, are you suffering from tunnel vision?

When choosing a copier, it's easy to find yourself zeroed in on a particular brand without really knowing why. Now, you could give in to this predilection. Or you can expand your thinking to include the name Ricoh.

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## OFFICE EQUIPMENT 7

## The Space Planners

## Key target for suppliers

A BIG question facing the office furniture manufacturers is how to secure contracts with large-scale business organisations. It is whether or not to make the architectural and design community one of their major target markets. For independent consultants, whether in the guise of architects, interior designers or space-planners, have always wielded a powerful influence over their corporate clients' choice of furniture.

Not surprisingly, therefore, designers in the UK have for long been the "favoured darlings" of the industry, courted by extensive public relations programmes. This is nowhere more true than in the upmarket systems furniture sector.

Some companies, such as Herman Miller, Knoll International and Interspace, have always made it their business to maintain the closest of links with designers. Other trailblazers, like President and Project, have demonstrated that it is possible to secure a sizeable share of the market by concentrating on sales through dealers or direct sales.

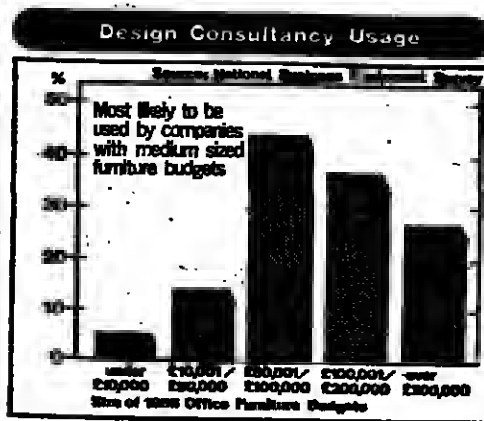
It's a case of horses for courses, explains Jean Davis, industry analyst with National Business Equipment Survey (NBES). "A few years ago, the British manufacturer G. A. Harvey relied almost exclusively on office equipment dealers for sales generation of their filing-cabinet and desk ranges. Then came the launch of their 'George Harvey' system, and overnight they changed tack and found themselves assiduously chasing designers."

NBES's recent survey, "Office Furniture Patterns of the Times 1986," confirms the importance of the role played by designers in furniture selection. Eighty-six per cent of consultancy users felt the advice received had played an important part in their final choice of brand. Few companies are going to pay for advice and ignore it, says Jean Davis. Over a third of the companies interviewed had employed outside consultants for their last major purchase of furniture.

The survey found that independent advice is most commonly sought by organisations with office furniture budgets in the region of £50,000-£200,000. Companies with allocations over £200,000 will decide to set up their own in-house facility to deal not



Mr Mike Horton (above) of Office Furniture Systems: "Successful companies increasingly view their offices and administrative departments not merely as a necessary evil, but as a nerve centre or control room for greater productivity and profitability"



only with brand selection, but all the related problems involved in a major furnishing programme.

But while designers have become accustomed to finding themselves the object of much manufacturer attention, a considerable shift has been taking place in terms of the industry's distribution balance, and this is most marked in the systems sector, the product area which requires the greatest input from designers. There is little doubt that the change in distribution methods will increasingly affect the relationship between suppliers and designers.

## Dealer links

Until five years ago, upmarket furniture suppliers were heavily direct-sales reliant, but the movement towards greater dealer involvement has been gathering pace since the arrival in the UK of the world's largest office furniture manufacturer, Steelcase Stratford, at the end of the 1970s.

Steelcase makes its sales worldwide through dealers, says Jean Davis, and although it was prepared to follow a "when in Rome" policy initially in the UK, which meant direct sales, it has pushed ever more determinedly towards a dealer-based marketing policy. Now we're seeing other companies following suit.

Westinghouse, for example, is aiming for a third of its business to go through dealers. The company sees the market in general growing by 15 to 20 per cent this year.

Westinghouse has seen a shift back to the specific market, away from the end-user

purchaser, says Mike Brewster, international sales director, based in London.

Not all suppliers will agree with the view—Martella, for instance, this year claims a 50 per cent increase in turnover for its Finnish-designed products which are only sold direct to users.

Last June, the small but long-established firm of Gordon Russell, a name revered in designer circles, was the object of a takeover by Giroflex, a major seating company, with well over 100 UK dealers.

So powerful is the Gordon Russell image, that Giroflex and its associated companies is to adopt the title, the Gordon Russell Group, before its launch in late autumn. But while Giroflex is adopting the Russell name, the company itself will be taking a leaf out of Giroflex's marketing practices.

Gordon Russell's "System 100" will be handled by a small nucleus of half a dozen dealers, as will the yet unnamed new system, designed for boardroom and conference areas, and scheduled for a January 1987 launch. The use of dealers amounts to a complete break in marketing tradition for Russell. Even manufacturers who have traditionally supported dealer networks are devising new ways in which to involve the dealer community, with special emphasis on increasing their ability to handle major contracts, precisely the area in which designers operate.

In a unique marketing exercise, Westinghouse, which is the brand name used by the British manufacturer, Aronson,

and which has always had a strong dealer tradition, is currently launching a simple systems range called "Graphic."

John Sacks, President's managing director, explains that whilst President will manufacture and provide extensive promotional and brand-management support, its name will not appear on the product.

Instead, "Graphic" will be an exclusive dealer range. "Strictly speaking, this isn't own-brand marketing, as the product will consistently be promoted as 'Graphic'," says Jean Davis, who has dubbed the project "satellite-marketing."

"Graphic" is President's product, and will be able to draw on President's expertise, but to all intents and purposes it will look like an independent operation. It will enable President to supply a selected number of hand-picked dealers — not already part of their established network — with an exclusive product range.

John Sacks is confident that "Graphic" turnover will reach £2m in the first year and says that he has already assembled 14 out of his target of 26 dealers. "Graphics" distributors will actively co-operate on sales advertising campaigns. Such joint sales involvement is a new approach for dealers but one which Sacks argues they will be quick to see the advantages of.

"The 'Graphic' marketing package means dealers can attract national contracts in a way not previously possible. Combined muscle will give them the ability to service large organisations with far-flung office sites," says Sacks.

It is clear that manufacturers are intent on providing dealers with the means to attack ever-larger sizes of contract, a trend which will bring them closer to the province of designers. Quite how designers will respond to the intrusion of dealers into their cosy relationship with office furniture manufacturers remains to be seen.

According to NBES, a considerable proportion of designers are dealer-resistant. In a recent survey over one-third said that they preferred not to place furniture orders worth over £100,000 with dealers. The majority of designers interviewed thought that dealers would not be as competitive on price as manufacturers.

If the systems market continues to move towards dealers then it is likely that designers will find themselves increasingly using them as an intermediary source of supply, preference or no preference. Meanwhile, with the market still at the transition stage, many manufacturers are coping with the problem of adjustment by operating scaled-down direct salesforces, giving the option of a choice of supply. In effect, they are currently hacking two horses in the race for contracts.

Michael Wiltshire

## Office costs rise ahead of inflation

● The cost of providing office accommodation in England continues to increase faster than the rate of inflation. This is the conclusion reached in *The Scope Report Update*, produced by Space Planning Services, a leading office design and planning consultancy in the UK.

● The following figures are a summary of mean costs in £s per square foot.

	1984	% of 1984 total	1985	% of 1985 total	1986*	% of 1986 total
Building management	1.39	23.3	1.54	26.4	1.57	24.4
Energy	1.21	21.3	1.36	21.9	1.41	22.4
General repairs/maintenance	1.17	21.7	1.39	23.3	1.57	24.9
Cleaning	0.86	14.5	0.89	11.5	0.75	11.9
Security	0.57	10.5	0.59	8.6	0.53	8.3
Insurance	0.36	4.3	0.34	5.3	0.35	5.6
Light maintenance	0.068	1.5	0.066	1.5	0.12	1.9
TOTAL	5.99	100%	5.83	100%	6.39	100%

Between 1984 and 1985 average service costs rose 5.2 per cent from £5.99 to £6.25 per square foot. The greatest reported increases were in insurance (20.5 per cent), building management (18.4 per cent) and general repairs and maintenance (18.3 per cent). Significant decreases were reported in the cost of cleaning (12.5 per cent) and security (12.3 per cent). \*Estimate.

Source: Space Planning Services.

● Building management, energy, repairs, cleaning and insurance account for more than a third of UK office costs. One way to control overhead costs is to engage cleaning or maintenance staff or commission services on a contract basis, suggests Roger Henderson, managing director of Space Planning Services. Annual costs are then more accurately budgeted and services may be dispensed with when no longer required, with no penalty, he says.

## Office cost comparisons

● Cost comparisons between the US and England in £s per square foot

	US	England	% Difference, England to US
Average total service costs	5.11	5.89	+6%
Average rent	9.78	11.21	+15%
Total costs	14.89	16.60	+11%

Source: Building Owners and Managers Association (Washington DC), and the UK "Scope" report, 1985

## Electronics in the Mailroom

## Big boost for efficiency

THE spectacular development of data communications in recent years — typified by one computer talking to another — is often cited as the beginning of the end for the traditional postal services. However, there is every indication that this verdict is premature. A recent survey found that in the fiscal year 1985 mail volume in the US grew by nearly 7 per cent and is expected to reach up to 175bn pieces by 1990.

To cope with this vast increase in mail, microprocessor electronic technology has entered the last bastion of electro-mechanical machines — the mailroom.

Offering tighter cost control and greater efficiency than their predecessors, electronic scales are simple to use, usually requiring one key-stroke, and accurately display the weight and rate for all the post office's services. No longer is there the problem of a borderline reading where the user could either

opt for the lower or higher rate, thus causing delay or wasting money.

The main growth in this market is at the extreme end of the product scales. At one end there is demand for the technology in its simplest and cheapest form, such as Romeo Alcatel's newest model at under £400, while at the other end there is a trend towards integrating electronic scales with electronic franking machines; thereby creating a system which automatically selects the correct postal rate on the franking machine's meter, via the scales.

This facility is at present offered by Pitney Bowes, Hasler and Europak in the UK and — according to a Frost and Sullivan report — is the premier development in the market worth an expected \$1.1bn in the US by 1990.

With the mailroom accounting for an ever-increasing amount of a company's run-

ning costs, machines are now available that offer departmental print-out totals so that costs may be analysed and allocated accordingly.

This facility is either integrated with the machine, printing out on a cash till type roll or is available as a separate unit. However, Hasler has taken this one step further and incorporated an additional port on its F1207 model allowing a computer printer to be interfaced for more detailed cost analysis of post.

There is also a trend towards integrating inserters, scales and franking machines to form an "on-line" system; this is particularly useful for users with a high volume of computer-generated output, such as letters, invoices and so on. But the past year has seen no radical developments in this area.

Following the lead of Pitney Bowes with its Remote Meter Resetting Service (RMRS) for crediting franking machines, it appears

likely that other major companies will offer a similar service in the near future.

A recent innovation, RMRS allows the customer to telephone a central computer which issues a coded number. The user then keys the number in time, re-crediting it to the value of the cheque previously sent to the company.

In the computer addressing market, the argument persists about the merits of dedicated micro-based machines against general purpose microcomputers with special mailing software. Although not in the forefront of technology, and in some cases working out more expensive than a basic microcomputer, dedicated machines can prove a boon for the high-volume user — especially if computer time is precious and the user does not want to be continually interrupted just to run off a few labels.

Jon Moggridge

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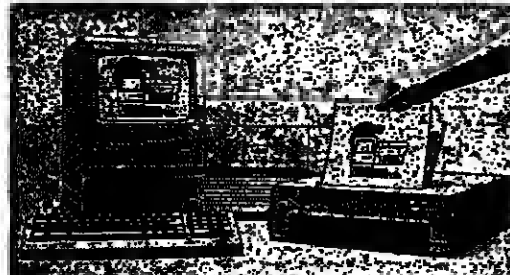
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## OFFICE EQUIPMENT 8

## The Office Furniture Market

## Systems sales surge ahead

THE OFFICE furniture industry in Europe and the US is going from strength to strength. In the US, furniture sales this year will exceed \$7bn, following an average annual increase of 16 per cent during the past decade.

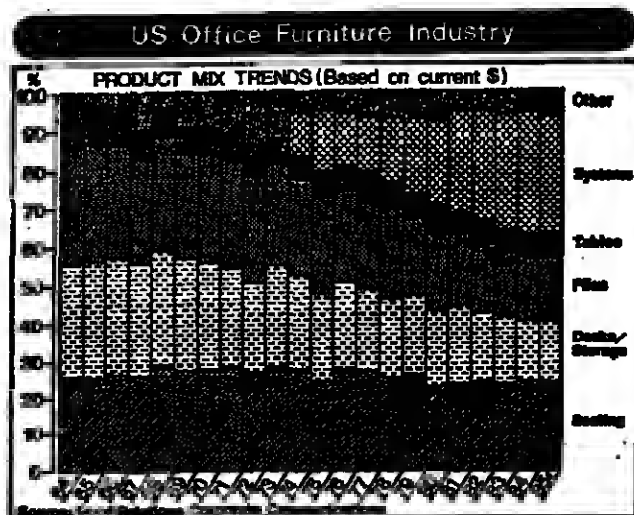
In the UK, the sector is enjoying its third good year—some analysts estimate current market growth at around 15 per cent with sales reaching \$2.1bn a year by 1990.

Key factors in the surge in office furniture sales include a general trend to make offices more comfortable—thus helping boost productivity as working conditions are improved. The impact of automation also continues to require more computer-related furniture systems.

Furthermore, the open plan office concept, once hailed as the answer to many office productivity problems, is gradually losing popularity. Today the need for quieter, more private "work zones" is being recognised—thus, cellular offices are gaining favour, especially at management level.

Furniture designs are constantly changing, too. Traditional rectangular-shaped desks, for example, are now giving way in some offices to rounded units with sloping edges. The modern emphasis is also towards flexible furniture systems with a light and airy look, offering ease of movement. Natural wood is popular, particularly at the top end of the market, while laminate finishes and pastel-coloured fabrics are being increasingly used in Europe and US.

The development of what is called the "total office system" means that more computer and office equipment companies are



also moving into the systems furniture market, selling to customers the complete package: machines plus furnishings.

Rank Xerox are pursuing this concept while IBM has also made its own furniture prototypes. Olivetti, Europe's biggest office automation and data-processing group, offers its own workstations.

Another factor in the demand for new furniture systems is simply the growing number of offices. In the US, there are now 88m white collar workers out of a total civilian employment force of 113m, showing an annual average increase in office staff of 3.1 per cent. The office workforce is likely to reach 91m by 1990.

In the UK, the growth rate in offices is relatively faster: the number increased in 1985 by 9 per cent to 360,000 office

establishments, while this year's estimate exceeds 400,000 offices as a result, in part, of the increase in service and commercial industries. This estimate is based in part on office rateable values and Government census statistics.

With the spread of office automation, the furniture manufacturers have seized the opportunity to turn themselves into design consultants, capable of initiating entire systems, including wiring, lighting, air-conditioning, as well as schemes for desks, seats and workstations.

According to a recent Market Assessment report, these new systemised offices may well suit the immediate future, but, in the 1990s, the revolution in computing through light technology and, almost certainly, direct voice command input, could relieve the office workers

of any real necessity to travel to an office at all—"there seems every likelihood that a home work station will become the norm, saving immense amounts of money on sites and travelling."

Perhaps the office furniture industry should be re-examining itself with a view to providing "home stations," suitable for tomorrow's digital systems, suggests the report.

Steelcase, Strafor, the world's largest office furnishing group, comments that the office environment has undergone a revolutionary change in the last decade—changes brought about by the development of organisations, constantly increasing costs, social factors and, of course, new technology. This change has resulted in a new approach to office planning and design, taking into account not only building design, the environment and the future development of the organisation, but also the needs, both functional and psychological, of a company's most vital resource—its employees.

Jack Spalding, managing director of Steelcase Strafor UK, says: "The working environment must respond to several needs—the ability to concentrate, to ease of communication and to decision-making and to better access to information."

Project, the UK's largest office furniture manufacturer, has arranged courses for senior staff, run by Ernest Franklin Becker, who, with Dr Bill Sims, co-founded Cornell University's facility management programme. Prof Becker believes that office facilities planning and management in the UK "are probably three to five years behind the US."

Interview, survey and observational techniques, developed in the US for quantifying each client's office design requirements, are the basis of his course for Project on "Preparing the Design Brief."

Statistical data gained from the use of these techniques is then used to evaluate the



Mr. Jeff Brown at Arenson: "UK manufacturers are strengthening their share of the home market."

various office design options and to formulate the right solution for each client.

The system includes consideration of both the office "hardware" choices, such as raised floors or skirting, trunking, down-lighters or up-lighters; such issues as staff privacy and interaction; and individual control of light, sound and temperature.

Included in the overall concept is the corporate philosophy of each organisation, the kind of staff they employ and the types of work they do. Project claims 16 per cent of the total office furniture market in the UK and is the most profitable supplier in the sector. Herman Miller are the leaders in the fast-growing systems furniture field with a 14 per cent share. Analysts put the value of the systems market at more than \$55m, although some trade estimates go as high as \$100m or more. Meanwhile, suppliers have captured less than 50 per cent of this expanding area.

There are at least 50 serious contenders in the manufacture of systems furniture which consists of individually selected components, linked together in a flexible, modular form. Users can choose components to create just one work area or work station—or link them together to form integrated desk systems for several people. This has the advantage of making the most effective use of space.

One variation of the concept is the panel-hung system, using partitions—usually referred to as "panels" or "screens"—around each workstation, from which work surfaces and storage units are suspended, thus creating individual work areas with degree of privacy in what is mainly an open-plan environment.

Systems manufacturers are continually introducing new concepts. Market leader Herman Miller will be launching Ethospace at the Orgatechnik show in Cologne—this system will be available in the UK next year and is claimed by Miller to be "the most significant advance in office furniture design since Action Office was launched by us in 1972."

More than 2m people world-wide work with Action Office systems which will continue to be Herman Miller's primary product.

One stylish newcomer, Ashar of London, has seen orders worth over £1m won since launching its systems furniture in March this year.

Imported furniture accounts for about 30 per cent of the UK's \$55m office furniture market, while screen-based systems constitute about 31 per cent of the market, the figure for all systems furniture (with or without screens) is nearer 45 per cent, according to the Furniture Industry Research Association (FIRA).

Among the importers, Kimball International, one of the top four furniture manufacturers in the US, with sales worth \$65m in 1985, opened London showrooms in May this year to promote its range of wooden furniture products.

Within the total market, the renewed demand for conventional office furniture has now reached its peak, but the systems market is likely to grow by at least 15 per cent a year. Many observers feel that the main growth area is in free-standing systems, since open plan offices—and therefore panel-based systems—become less popular. The growth in small businesses has also led to smaller site or work areas, thus users are still looking for innovative, modern furniture to fit this particular market.

Britain's exports in office furniture (excluding seating) rose by 95 per cent in the five years to 1985—from £22.6m to £44m. Major export markets were the Middle East and Western Europe.

Reports indicate that the use of wood-based products has risen dramatically—up by 78 per cent in the four years to 1985.

Jeff Brown, marketing director of Arenson International (producers of the President furniture range) and former chairman of the British Office Furniture Manufacturers' Group, sees 1986 as the year in which UK manufacturers are further strengthening their share of the home market.

"Two factors have been favourable," he says. "The continuing demand for real-wood work surfaces—a special manufacturing skill in the UK—and the rapid growth of the desk-based simple system."

The trend away from complex panel systems, highlighted by FIRA, indicates that many UK office planners now recognise the need for people to work together more efficiently—the fewer physical barriers that exist between employees, the better, adds Mr Brown.

Michael Wiltshire

## Suppliers' growing confidence

CONTINUED FROM PAGE 1

The convergence of such areas as microcomputers, telecommunications, reprographics and other areas of the information technology business was evident to the 350,000 visitors who streamed into this year's CeBIT Fair—World Centre for Office, Data and Communications Technology—at Hannover.

The event attracted 2,000 exhibiting companies from 26 nations—and more than 100 British companies took part.

Apart from the computers, the most expensive item in most offices is usually the photocopier—and in this product area, as in most others in the office equipment field, innovation is the key word, with new models and features coming to the market place each week.

From the suppliers' viewpoint, versatility in copiers has become a major selling point—nearly half the copiers in the UK are able to reduce documents (48 per cent), while well over a third can make enlargements of originals (37 per cent), according to NBES, which also reports that colour copiers are still "a comparative rarity."

Meanwhile, the copier market awaits the outcome of the EEC's provisional dumping tariffs on Japanese producers—an issue discussed in detail on page two of this survey.

Among fast-growing categories of equipment, new-style facsimile (fax) machines are going through a boom period, with sales leaping by 48 per cent

in the UK alone in 1984, says Mr G. P. Barrow, director of NBES, who forecasts an installed base of 110,000 fax machines in the UK by 1990. Worldwide terminals may already total 2m.

The old myth of the "paperless office" has disappeared with the increasing flow of paperwork from computers and copiers, with 50 per cent of medium to large companies now generating more paper than before.

Mr John Worledge, chairman of Wiggins Teape, (with turnover in paper products now nearing £1bn) now points out that copying machines and the more advanced computer printers are now matching the image quality of modern printing processes—and, in turn, stimulating the demand for paper for thermal transfer and ink-jet printing, for example.

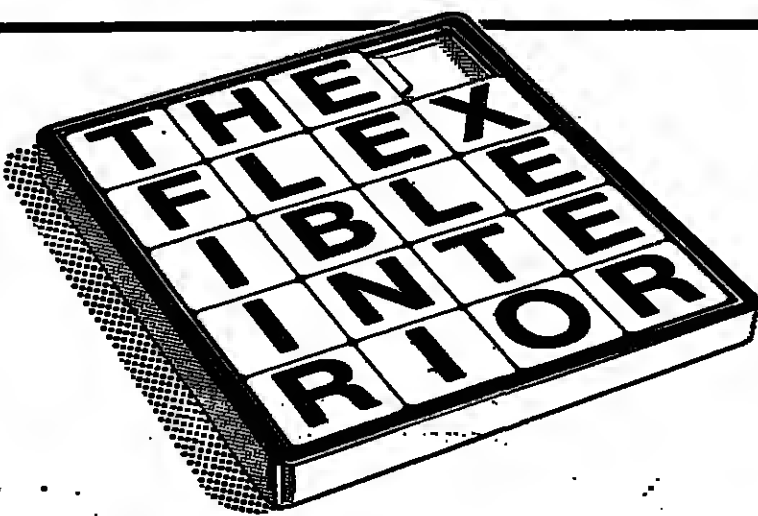
Next month, potential buyers in the overall office equipment market will be able to discover the latest offerings in computer-related furniture systems at Orgatechnik at Aachen—now established as the major European show for the office furniture industry.

A reflection of the office equipment industry's buoyancy is seen by the early sell-out of exhibition space at the forthcoming London Business Equipment Show at Earls Court (October 21-24).

The European office furniture market will rise to \$2.2bn in 1990, with customised "systems" furniture growing more rapidly than nearly everything else in the modern workstation, says a new Frost and Sullivan report.

In a review of national markets, the UK and France have tended to become repositories for West German and Italian furniture systems, claims the report. The cost of equipping a new employee's work area varies from \$1,322 in Italy to \$1,242 in West Germany to only \$978 in the UK.

Costs Report, Wharton Information Systems, tel. 01-940 7966; National Business Equipment Survey, 01-586 0403.



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The Wes-Group furniture system designed for senior management featuring the new integrated Conference II, the all-in-one work surface and conference table.

## Office planners are spoiled for choice

FROM THE users' viewpoint, the office planner is faced with a bewildering range of choices in office furniture. Many suppliers now offer a staggering array of options, comments John Derrick, editor of "What to Buy For Business."

Picking a good deal in desks is often a matter of crossing your fingers and hoping for the best, he says, "yet it's all too easy to end up spending a lot more money than you need."

The latest report examines the

products of 45 mainline manufacturers and suppliers. Comments, mostly favourable, range from Abbess ("no-nonsense—good value") to Officekit ("stylish systems kit—the brainchild of Michael Carson") to Vickers ("good for mid-market systems-buyers").

While price differences often reflect differences in quality, some desk systems are simply better value than others—if used like a range that seems priced over the odds, then the report offers a buyers' checklist which helps to indicate which desk is a better product for the job.

The questions to ask include:

**Price levels**

• What are the veneers like? Well-matched, with a quality finish or thin, without much sign of varnish?

• Are the edges rounded or only squared? Well-made round ones last longer and look smarter.

• Are the drawers PVC-coated chipboard or plywood? The latter is better.

• Are the drawers runner-mounted or not? Ones that are will open and shut more easily—and will not fall out if you extend them fully.

• Is there a metal frame which acts as a central structure for the desk? If there is not, it will be much less robust.

• How big are the pedestals (the support columns under the desk top)? Small ones will not give users much room for storage.

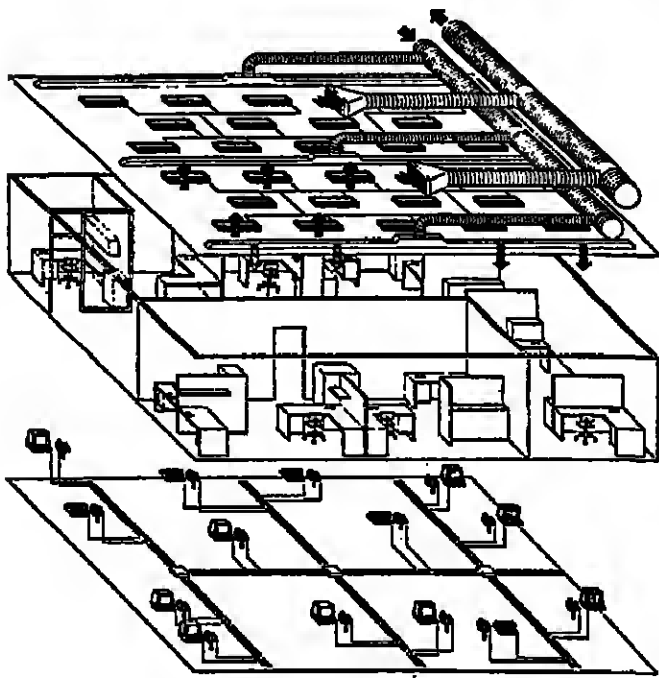
• Is the underside of the worktop "finished" or is it just "raw" chipboard? The latter might not show, but it tends to be a tell-tale sign of cost-cutting manufacturing.

• How well designed is the cable-management system for keeping wires hidden from view? Is it just some cheap add-on or has the furniture efficient, integral cable facilities?

What to Buy For Business, London Office, Tel. 01-736 0408.

M. W.

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